

Project plan entrepreneurship

Move n' Groove Box

-surprise yourself

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1. Background

In the Netherlands, obesity and physical inactivity account for 4,5% of all health care costs, which is even more than smoking ⁽¹⁾. Statistics revealed by the Dutch government show that nearly half (45,5%) of the population between 19 and 65 years of age are considered overweight. ⁽²⁾ The prevalence of obesitas seems to be higher among men (50,8%) compared to women (40,1%).⁽²⁾ Another report released by the dutch government states that 12% of the children aged 4-17 years, along with 3,5% of adults aged 18-65 years and 15% of elderlies above 65 year-old are considered inactive ⁽³⁾. When looking at the possible impacts of physcial inactivty such as diabetis, cardiovascular diseases and depressions these numbers should immediatiely ring an alarm bell ⁽⁴⁾⁽⁵⁾⁽⁶⁾.

Over the past decades, the health care system was geared towards curative treatment alone, which means that whenever people suffered from diseases like diabetis or cardiovascular problems, they got treated with medecine. However underlying causes such as inactivity or obesity were negelected. These days the health care system trys to get away from this old approach and focus more on preventive treatment. Health care professionals should promote a healthy lifestyle and motivate patients/people to get away from a sedentary lifestyle towards an active one. This is when things frequently go wrong, because these people lack intrinsic motivation, concrete ideas about what to change and they do not see the benefits of a new behaviour.

2. Concept

That is exactly where the “Move ‘n Groove Box- surprise yourself” comes into light. This monthly surprise box will be developed in order to help inactive people to adapt an active and healthy lifestyle. It will provide a wide range of items in four different fields, which are nutrition, relaxation, activity and motivation.

The Nutrition part will contain recommendations for daily food intake (amount, frequency, type...) based on literature, fun and healthy recipes to do at home and some food samples to introduce new tastes.

Relaxation will include ideas and advices on how to find moments of quietude during the day. Introduction to techniques like yoga, mindfulness or Alexanders' for instance will be presented. Additionally samples (oil, crème...) will be delivered

Activity will contain different training equipment (gymnastic ball, yoga mat...) in combination with training programs and a training schedule.

The element motivation will include the topic of the month, with the aim of convincing the client that changing his eating habits, physical activity level or sleeping pattern (among many more things) will make him/her happier, more fulfilled, more energetic, increase his self-esteem and self-confidence, improve the way others look at him/her and make him/her more independent. In this part inspirational items will be included such as the biography of an inspiring personality who underwent a life-change,

the description of a beautiful walking trip in the mountains, motivational sentences such as *“Life begins at the end of your comfort zone”* or background knowledge articles about life change.

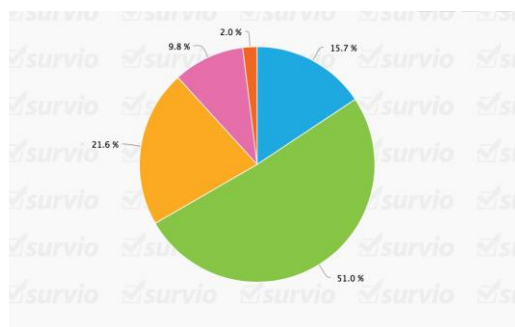
Each of these fields will be supervised by one of our experts, and customers have the possibility to get in contact with our experts by mail. We will connect evidence with fun by giving different ideas and goals within each box. It will be possible to order boxes online on the Move n’ Groove website, which will be delivered to the customer’s home on a surprise date.

It is of importance for Move and Groove to use packaging and products with a sustainable and fair background. In order to keep shipping distances to a minimum, local distribution will be preferred, and shipping of the box will only be possible in Germany, Austria, Switzerland and the Netherlands. Distribution will happen when possible via eco-friendly logistic companies (bike messengers...)

3. Market Research:

A market research has been performed to find out if there would be a market for our product. The market research was performed with an online questionnaire (my.surveo.com), which consisted out of 13 Questions (see Appendix). Promotion happened through social media networks and sent per mail to relatives and friends. In the end 51 people took part in the survey, whereat 25 were male and 26 female with a mean age of 36 years. The majority of participants (16) stated that they had a sitting job such as office worker, bus driver or managing position in a company. Second biggest group were students (12) followed by teachers (10). The rest of people were ether craftsman (electrician, plumber,...) (8), retired or health professionals (nurses, psychiatrist, physiotherapist,) (5).

figure 1: Fast Food consumption per week

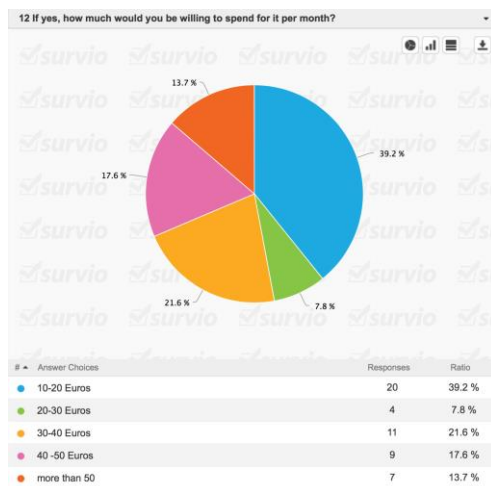
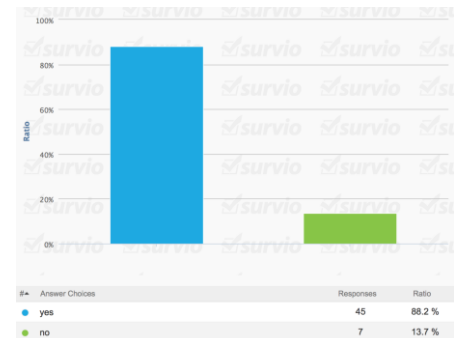


Only 21% of participants reported to do sports at least 3-4 times a week, whereas 51% only do sport 1-2 times a week and 18% reported to not sport at all. 70% of participants reported to have problems with getting started with activities. It came out as well that 9,8 % of participants eat fast food 5-6 times per week, 21,6% 3-4 times per week 51% at least 1-2 times per week. Only 15,7% reported not to eat fast food at all (see Figure 1).

Interesting was as well that 45% of people stated that they would suffer from stress sometimes, 28% feel stressed often and even 14% feel stressed every day. Another finding was that many people do not regularly do something for themselves. For example only 21% stated that they would often do something for themselves (taking a coffee, watch a movie,...), whereas 30% rarely do something for themselves. 6% of participants never do something for themselves.

figure 2: Sustainable product background

An Interesting finding during the survey was, that for 88,3% of participants prefer to have a fair and sustainable background (see figure 2) of products and are willing to pay more for these kinds of products. Only for 13,7% it is not important (see figure 2) and they are not willing to pay more for these products.

**figure 3: Costs of the box**

The majority of participants (77%) were interested in the Move and Groove box and would like to receive it for one year. When asking about how much they would be willing to spend for the box, answers varied a lot (see figure 3). 39,2% would be not willing to pay more than 20 Euros per month, 7,8% not more than 30 Euros, 21,6% not more than 40 Euros, 17,6% not more than 50 Euros and 13,7% would be willing to spend more than 50 Euros per month.

This market research led us to the conclusion that savings must be made as much as possible in order to not exceed 50 euros for the total price of the Move N Groove box.

4. Costs:

All product promotion will be done for free. The products inside the Move N Groove box as well as the cardboard box itself, along with taxes and shipping expenses should not exceed 50% of the price of the box.

The budget per box will be of 25 euros and the price of the box will be 50 euros. This means, The Move N Groove team can make a profit of 25 euros per box.

5. Schedule

Weeks/Dates	Tasks
16- 22/11/2015	<ul style="list-style-type: none"> - Hand in project plan - Receive feedback from teacher and other students
23- 29/11/2015	<ul style="list-style-type: none"> - producing stickers - find carton box - order products
30/11- 6/12/2015	<ul style="list-style-type: none"> - work on box inner layout - work on training program - work on website and update content
7/12- 13/12/2015	<ul style="list-style-type: none"> - Finalize all products and advertisement fields on the website - Order final items for the box
14/12- 20/12/2015	<ul style="list-style-type: none"> - Final version of website uploaded and ready for peer-review - Collect all items and put together in one box - End the first month box, start working on 2nd and 3rd month as fictional addition to the business concept
21/12/15- 3/1/2016	<ul style="list-style-type: none"> - Christmas Holidays
5/1- 10/01/2016	<ul style="list-style-type: none"> - Finalize thoughts about 2nd and 3rd month of the project and calculate the concept through for the presentation
11/1- 17/1/2016	<ul style="list-style-type: none"> - Finish up the box - Give test presentation to classmates
18/1- 24/1/2016	<ul style="list-style-type: none"> - Prepare presentation
25/1/2016	<ul style="list-style-type: none"> - Presentation 'Move and Groove Box'

Sources:

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Appendix: Online Questionnaire

Move and Groove Box- surprise yourself

Thank you for participating in our survey,

We do a market research for our university project, which is about a monthly surprise box called "Move and Groove box- surprise yourself". The box will be delivered monthly to your home and includes different items promoting an active and healthy lifestyle:

- evidence based training tools + programs
- tasty food + original recipes
- relaxation guidance + goodies
- motivational support
- interesting articles

Besides that you have the possibility to get in contact with health experts per mail and get direct help and support.

Please fill out the following questions....

What is your sexe?

☐

Male

☐

Female

What is your age?



What is your profession



How many days per week do you do exercises (biking, jogging, swimming, gym,...)

- ☐ 0
- ☐ 1-2 times per week
- ☐ 3-4 times per week
- ☐ 5-6 times per week
- ☐ every day

Is it hard for you to get started with activities? (sports, daily tasks,...)

- ☐ yes
- ☐ no

How many times per week do you eat junk food (burgers, fries, sweets, pizza,...)

- ☐ never
- ☐ 1-2 times per week
- ☐ 3-4 times per week
- ☐ 5-6 times per week
- ☐ every day

Do you ever feel overworked/stressed?

- ☐ never
- ☐ rarely
- ☐ sometimes
- ☐ often
- ☐ almost every day
- ☐ always

Is it important for you that the products you use have a sustainable and fair background?

- ☐ yes
- ☐ no

Would you be willing to pay more for these kind of products?

- ☐ yes
- ☐ no

Would you be interested in the Move and Groove box as mentioned in the introduction above?

- ☐ yes
- ☐ no

If yes, how much would you be willing to spend for it per month?

- ☐ 10-20 Euros
- ☐ 20-30 Euros
- ☐ 30-40 Euros
- ☐ 40 -50 Euros
- ☐ more than 50

Would you be interested in receiving the box for one year every month?

- ☐ yes
- ☐ no

ENQUÊTE INDIENEN >