

Marti Rosenbeck

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Clean EatZ Kitchen

<https://www.cleaneatzkitchen.com/>

GIT 435

Module 1

Lessons Learned from Competitor and SWOT Analyses

In conducting Competitor and SWOT Analyses of Clean EatZ Kitchen, several key insights emerged, shedding light on the company's position in the market and areas for potential growth and improvement. Before I began these analyses, I first had to find Clean EatZ Kitchen's top competitors. I began by conducting a Google search in an incognito window with the query "Clean EatZ Kitchen". Despite searching through several pages, I only found one direct competitor from the search: Fresh N Lean. The limited competitor results from the search engine may be due to the similarity between Clean EatZ Kitchen (the meal delivery service) and its parent company Clean EatZ (the restaurant). I used SEMrush to gain further insights into who Clean EatZ Kitchen's competitors were. This yielded more comprehensive results, identifying Fresh N Lean, Eat Clean Bro, and Factor as prominent competitors in both paid and organic search categories. Additionally, Google Trends revealed that the state with the highest queries for "Clean EatZ Kitchen" was Montana. This was surprising given that their headquarters are in North Carolina, and two out of their four national facilities are located there. Furthermore, Google Trends identified Factor as a rising competitor, indicating potential future challenges in the market.

With the top competitors chosen, I created a competitor analysis to compare Clean EatZ Kitchen with Factor and Fresh N Lean. Each company is similar enough to be considered a direct competitor (they are all ready-to-eat meal delivery services), yet different enough to provide me with a comprehensive assessment of the strengths and weaknesses of my chosen company. With this knowledge, I can create a strategy that will give my company a distinct advantage over the competition (Czerny, 2024).

The competitor analysis grid made it easy to compare the companies in categories such as product offerings, customer service, marketing, and competitive advantages. Digging deep into the product offerings made it easy to see that Clean EatZ Kitchen was lacking in diverse meals.

In contrast to Factor and Fresh N Lean, which accommodate various dietary preferences and provide a wide range of add-on items, my selected company overlooks a significant demographic. Clean Eatz Kitchen presently lacks vegan or vegetarian options. Yet, the demand for vegan meals is anticipated to surge at a Compound Annual Growth Rate (CAGR) of 6.2% from 2023 to 2033, as reported by the Vegan Meals Market in 2022. Additionally, Clean Eatz Kitchen does not offer breakfast items, further limiting its product range compared to its competitors.

The competitor analysis grid also made it apparent that my company's website was lacking a "contact us" page. The only contact option was a support email address in the footer. Despite this, their customer service appears to be one of their best attributes. When analyzing Clean Eatz Kitchen's Facebook page, I noticed that they reply to every customer's comment, whether positive or negative. In contrast, Factor's Facebook page was active, yet they never responded to customer comments, not even negatives ones that should have been addressed. It is part of Clean Eatz Kitchen's mission to create a community of people committed to changing their lives for the better. They state on their website that "Clean Eatz isn't a company, we are a community." (Clean Eatz Kitchen, n.d.). This connection with their customers is an advantage they have over their competitors.

The SWOT analysis grid identified strengths and opportunities for growth, while also revealing weaknesses that can be improved and potential threats from emerging competitors. I observed that Clean Eatz Kitchen lacks a subscribe to newsletter feature on their website. If they are not utilizing an email campaign, they are missing out on a huge marketing stream. While exploring new target audiences, I identified an opportunity to appeal to families by offering meals in oven-safe tins designed to serve 4-6 people, rather than single-serving containers. Their limited menu presents an avenue for improvement by diversifying meal options to cater to various dietary preferences. With consumer spending on the rise in 2024 (Consumer Spending |

U.S. Bank, 2024) and the prepared meal delivery industry projected to grow at a 12.01% CAGR by 2029 (*Prepared Meal Delivery Industry Market Size | Growth, 2029*, n.d.), the market presents favorable conditions for Clean EatZ Kitchen to grow.

Analysis of Website Usability

Studying the usability of the Clean EatZ Kitchen website revealed both strengths and areas for improvement. The process of adding products to the cart is user-friendly, facilitated by a straightforward meal planning feature where customers can select six meals from a dropdown list. The absence of subscription services streamlines the checkout process, providing the typical e-commerce process you'd expect. The website effectively communicates its product offerings through clear messaging on the hero image, succinctly conveying the concept of healthy, prepared meal delivery. The call-to-action button on the hero also makes it easy to begin the purchasing process. However, there are usability issues that should be addressed.

Center-aligned text poses readability challenges, necessitating a transition to left alignment for improved legibility. Also, the failure of external links to open in new tabs disrupts seamless navigation. The lack of a dedicated contact page is another notable drawback, with potential for improvement by integrating contact information within the FAQ section. There were sections of the home page that I felt were out of order. For instance, there is a section that explains the process of ordering meals in three easy steps. This section should be near the top of the page, at least above the "find a Clean EatZ Café" section, which is less relevant to the user wanting to order meals delivered to their home. Additionally, the cluttered appearance of the site and lack of whitespace detract from its aesthetic appeal, suggesting a need for visual refinement.

Factor and Fresh N Lean's websites shared similarities in their minimalistic design, aesthetic appeal, and user-friendliness. Factor's website stood out as the most minimalistic of the three, with a clean layout devoid of extraneous information. Additional details and links were

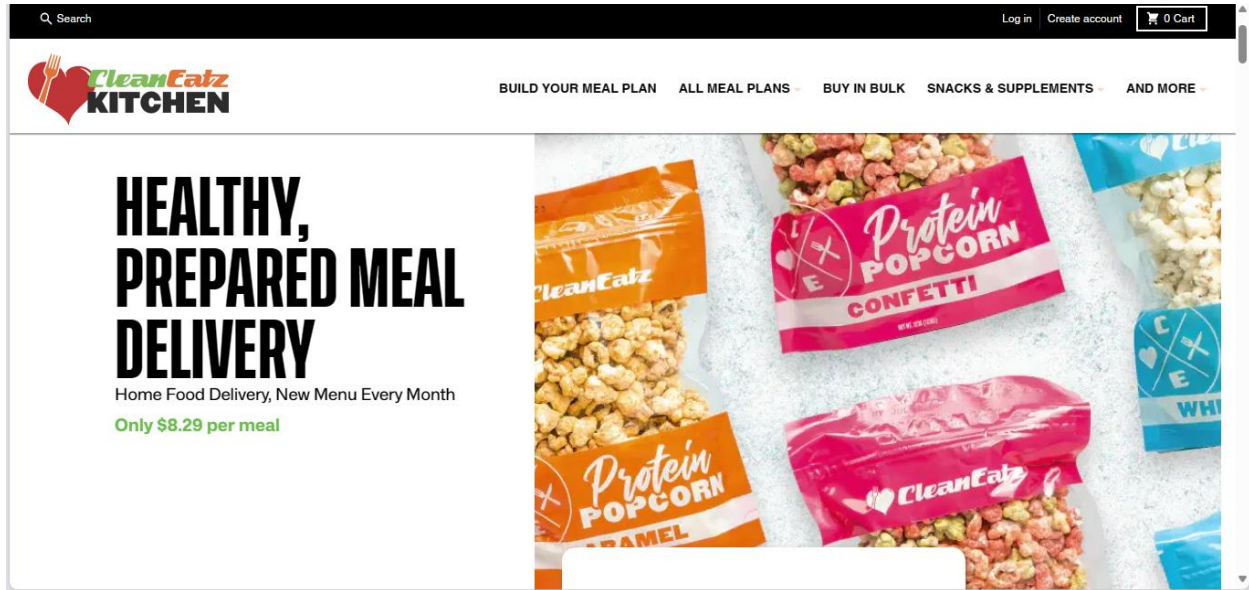
conveniently placed in the footer, contributing to a clutter-free browsing experience. Notably, Factor provided a dedicated help page featuring live chat support and a readily accessible phone number. Each menu item was accompanied by professional meal photos and detailed nutrition and ingredient information. The purchasing process begins in one click, directing users to check out.

Conversely, Fresh N Lean's website offered more information on its homepage, albeit all of it relevant to the meal service. However, a notable usability issue was observed in the checkout process, requiring three button clicks to initiate. After selecting a meal plan, users were redirected to an unnecessary page prompting them to start the plan, detracting from the streamlined experience. Despite this, the website boasted valuable features such as live support options and a comprehensive FAQ section, enhancing user satisfaction and overall usability.

Overall, I find all of these sites to be useful, meeting both utility (providing the necessary features) and usability (ease and enjoyment of use) requirements. Despite Clean Eat Kitchen exhibiting the most usability issues, it remained straightforward to add meals to the cart and complete the checkout process. My primary concern regarding my company's website is its potential inability to address users' key questions due to the absence of support features. Nielsen asserts that users are likely to exit a website if they cannot find the information they seek (Nielsen, 2024), and a customer who leaves the site will likely consider converting to a competitor.

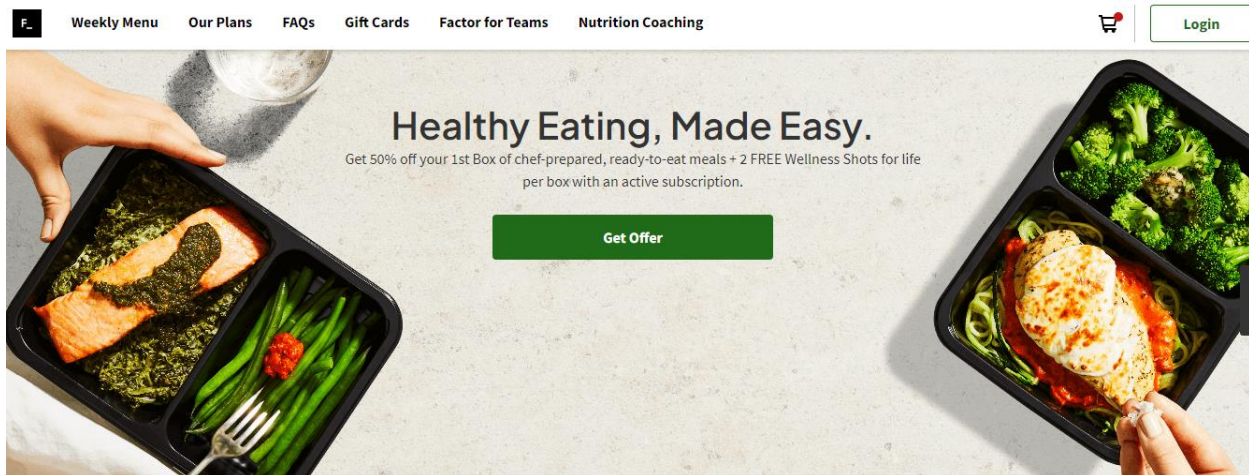
Screenshots

Clean Eatz Kitchen



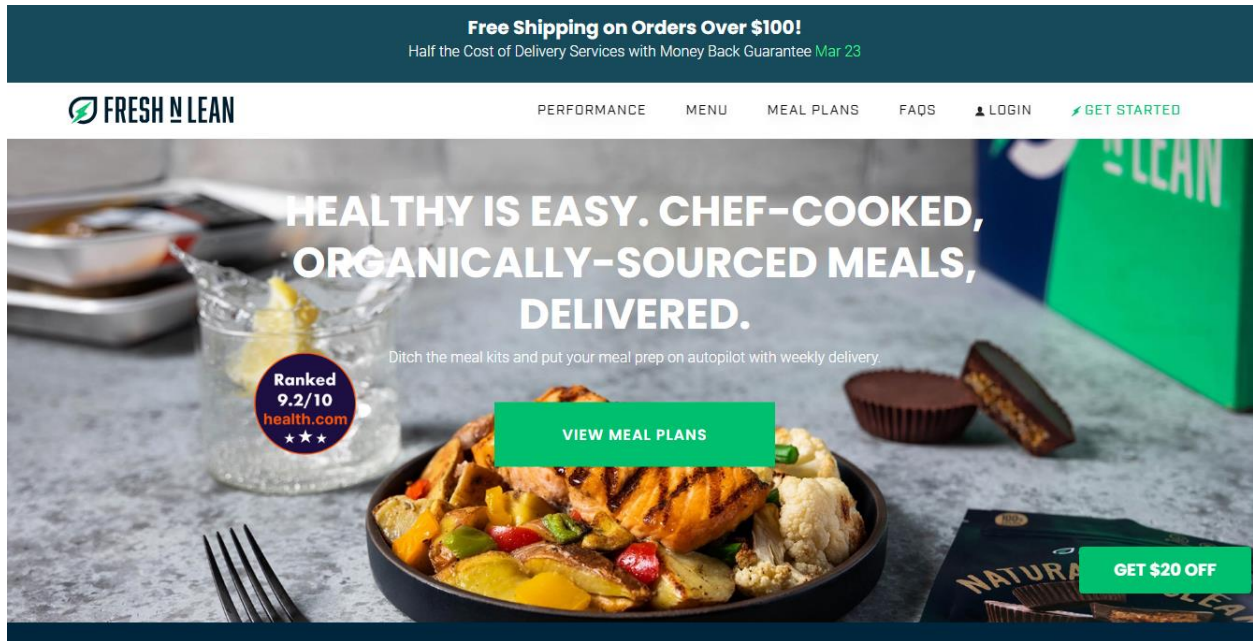
The screenshot shows the homepage of Clean Eatz Kitchen. At the top, there is a search bar, a 'Log in' link, a 'Create account' link, and a shopping cart icon showing '0 Cart'. The main navigation menu includes 'BUILD YOUR MEAL PLAN', 'ALL MEAL PLANS', 'BUY IN BULK', 'SNACKS & SUPPLEMENTS', and 'AND MORE'. The Clean Eatz Kitchen logo is on the left. The main content area features a large headline: 'HEALTHY, PREPARED MEAL DELIVERY' with the subtext 'Home Food Delivery, New Menu Every Month' and 'Only \$8.29 per meal'. To the right of the text is an image of several bags of Clean Eatz Protein Popcorn in various flavors like Caramel and Confetti.

Factor



The screenshot shows the homepage of Factor. The top navigation bar includes 'Weekly Menu', 'Our Plans', 'FAQs', 'Gift Cards', 'Factor for Teams', and 'Nutrition Coaching'. There is a 'Login' button on the right. The main content area features a large image of two hands holding black meal prep containers filled with healthy food like salmon, broccoli, and green beans. The headline reads 'Healthy Eating, Made Easy.' followed by the offer: 'Get 50% off your 1st Box of chef-prepared, ready-to-eat meals + 2 FREE Wellness Shots for life per box with an active subscription.' A green 'Get Offer' button is centered below the text.

Fresh N Lean



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