

# BUSINESS DEVELOPMENT UNICA DELICA



UNICA IS A TURKU-BASED COMPANY SPECIALIZED IN STUDENT CATERING WITH A TURNOVER OF 8€ MILLION, EMPLOYS OVER 70 PEOPLE. OUR TEAM MAINLY FOCUSES ON IMPROVING UNICA DELI PHARMA LOCATED IN KUPITTAA.



## GOALS & OBJECTIVES

- Increase profits
- Make us of empty hours in the restaurant, rush hour solutions?
- Improve the convenience of the facilities
- Find innovation potential.
- Market strategy for developing the Unica brand
- Analyses:
  - Competition & benchmark analysis
- > further development based on the analysis
  - Service & customer segment analysis.
  - Market study on the student segment.

## METHODS

Surveys & questionnaires (face-to-face and online) and data analysis based on those competitor analysis, logo & image improvements via discussions & graphic design, ongoing meetings and discussion among the team members, product owner. Space design/analysis to make the restaurant more convenient and enjoyable.

## TEAM

4 EXCHANGE STUDENTS + 3 TUAS STUDENTS :SATSUKI, MATHILDE, MIKKO ,JOONAS, JUSTINE, LAURI, CAMILLE