

COMM 391 - Online Discussion

2 Identify the site's revenue model of (1) www.ediets.com

eDiet's revenue is primarily a subscription-based revenue model. According to a revenue report put forth by eDiet, in 2009, eDiets brought in a revenue of \$20,333,000. This number consisted of: - Online diet plans (28%) - Home meal delivery (43%) - Corporate Services (22%) - Other (7%)

the eDiets.com creates value to its customers with healthier lifestyle by providing healthy, delicious, and convenient diets and other related products, such as books and gears. generating profit: -online diet plans -home meal delivery -corporate service
The company's key components: -meal plan manufacture -internet marketing -television marketing -meal delivery shipper
Key processes: 1. Meal delivery: -healthy, delicious meals delivered to customers' doors -offers different plans. e.g., 5-day or 7-day -over 100 different meals freshly prepared by the chefs
2. Online diet plans: -offers a personalized fitness and eating plan designed by dietitians and personal trainers. -Live 24 hour/7 day support by certified and registered dietitians -online community and motivating member challenges -subscription cost

-Production model. Providing varieties of healthy diet plans and selling different kinds of healthy food. -Subscription model. Customers can choose from 3 weight loss & wellness plan options for less than \$10 a month.

The company offers weight-loss oriented meal delivery service. These over 100 different meals are freshly prepared by chefs. The company sells personalized digital weight-loss fitness and eating plan. The company runs an online store integrated into sales process for home-delivered meals and online weight loss. The company does white-label online nutrition and fitness plans for corporate clientele. The company sells advertising throughout its content assets, which are primarily its diet, fitness and healthy lifestyle-oriented Websites.

Has transactional revenues from products such as nutrition and diet drinks as well as recurring revenues from the monthly diet plans. Subscription of the monthly diet recommendations + nutritionists to follow up with your plan
Direct sales of products to assist in losing weight such as powder or foods or recipes
Referrals to other people after sharing success stories to others to attract more consumers

Ediets generate revenue by selling tailored diet plans and a variety of products associated and complementing the diet plans such as cookbooks, workout gear and healthy smoothies.

Advertising
Direct sale

They provide health and fitness news, blogs and some diet plans to people who pursue healthy lifestyle. Also, they sell some health & fitness books, gears and smoothies to generate their value.

ediets revenue model consists of a monthly payment to have access to their individualized diet plans and exercise routines, as well as advertising fees and "linking" fees that other companies pay for them to link customers to their websites to use their diet plans. -monthly "subscriber" fee -advertisement revenue -"linking" fees

- Ediets' award winning diet meal delivery program providing weekly fresh meals - Ediets states the art digital program -white label corporate wellness sites which focus on diets and diet related tools - Online diet plans: offers a personalized fitness and eating plan designed by personal trainers - Online store

direct selling/ transaction fee (delivery fee)/ advertisement (online)/ mobile (offers app in app store)

monthly payment of 9.95 for membership and meal plan.

-subscription revenue streams -Recurring Revenues -eDiets Nutrihand Plans -monthly subscription fee -creates a personalized profile, need to pay subscription fee to access -chefs diet weekly -pricing subscription fee -One Time Revenues -Single purchases -Diet books -Smoothie mixes -Delivery fees

1. Advertising revenue model. The website not only advertise on their products directly, but also use celebrities' influence to sell their recipes.
2. Subscription revenue model. If customers want to personalize their recipes, they have to register an account on ediets.com.

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The revenue model of this site has both transactional and recurring revenues attributes. It provides one time payment for some smoothies and diet books. It also provides customized diet plan which is paid monthly. The revenue model should be direct sales and subscription.

- online subscription- use celebrities' success stories to attract customers

eDiets offers many products relating to one's health such as books, smoothie supplements, and fitness instruments. eDiets is essentially a platform bringing in many different products and health-related events to the general page, offering customized diets specifically for the user. They create a value-based revenue stream as they provide a service specifically catered to each and every individual that many other competitors cannot, thus increasing their revenues as well.

- selling digital products- selling goods, such as smoothies- services and subscription- advertisement

a. Online method of sale: Direct Sales (transactional revenues) and Subscriptions (ongoing payments) b. Value customers pay for: Personalized diets and unique healthy products. c. How do they pay: online, credit card

Clear and easy to use. User friendly. Lack of content, boring. Low product differentiation compared to the million of websites on diet.

- They sell various products, smoothies, diet books, etc. - Provide meal delivery- Provide free diet profiles (in order to then suggest their products) - Have advertisements on tv to encourage customers to buy their products as well as advertise on their own website (for other products, etc) - Allow users to subscribe to newsletters etc.

Selling diets and healthy food.

Company Strategy: Make people in favour of dieting and help them live healthily Revenue Streams: Customized diet plan for individuals / different kinds of products about healthy such as receipts and food available online / featuring gluten free and vegan options

Sell products, deliver products, offer diet plans and promotions.

edits.com's revenue model to create profits is by selling a variety of products that all are associated with a healthy lifestyle. This includes smoothie mixes, recipe books and exercise tools, among several other products. People will buy from edits because of the information they provide and the wide variety of products, so they only have to shop from one place.

Ediets offer health products and food in their online shop. In addition, they create a plan and provide you with guidance and the necessary tools to follow through with this plan. This includes a timeline of activities, food, and goals for each date. They offer online diet plans that are subscription based. Home-meal delivery which is sent after they pay for a 5-day or 7-day plan. They also provide corporate services such as providing nutrition labels and fitness plans for clients, and offering website design and hosting capabilities for companies.

- Selling diet packages - in an effective way by personalising the needs of their customers.

Direct sales Advertising Subscription

1. asset sale. product - smoothies, diet books, merchandize

Ediets charges users a range of fees under \$10 to allow access to their diet plans and professional nutritionists. Additional payments can be made to further customize the diets to each consumer's lifestyle. Ediets also has a line of smoothies and diet books available for order on their site for an additional revenue stream.

Subscription

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Markup Model

Ediets provides services and informations about going on a healthy diet. There are free receipts online, but also, they sell unique products to generate revenue, such as diet food-- nutritious smooth drinks. Moreover, they sell product related with diet, such as advising books and sports equipments like yoga mat.

* they sell personalized dieting plans, healthy products, and diet books

· selling unique diet receipts-- smoothy· selling healthy advice and diet books· selling sports equipments-- yoga mats· selling other relevant products-- ediets t-shirt, bag, bottle

E-diet is a pure play or virtual business. Its e-commerce business model includes online direct marketing, where the company sells directly to customers. It also utilizes product customization since diet plans are unique to the customer. The revenue model is mostly composed of memberships. Registering and signing in is required to access the products offered on e-diets. Lastly, customers can access information via a mobile portal, providing content and service on smartphones and tablets.

For eDiets, the main revenue model is a subscription. Each member subscribes on a monthly basis and pays a fee in order to get personalized diet plans. This results in continuous revenue every month. On top of the subscription, they also have a direct sales revenue model because they offer products for sale like the newest diet books and gear. This results in extra revenue on top of the subscription fee.

Ediet earns revenue by being a online retailer of books and nutritional supplements on dieting. They also sell monthly subscription on dieting and mean plans.

Provides a variety of different low-calorie and healthy smoothies that could be purchased by users online. Not only that, ediets also sells diet books and books guiding customers to a healthier life style.

direct sales (it has its own products)subscription(e.g. subscribe daily meal plans)mobile(mobile application)

direct sales of products

eDiets uses a subscription based model for their site's revenue model. They earn revenue by providing a subscription based service which is tailoring individual meal plans to different customers and allowing customers to meet their dietary needs. The website uses a user-friendly interface which is easy to use and has several different options and features for customers to utilize. The website can make a profit by collecting lots of nutritional data from different types of foods and data from grocery stores and turning it into information. eDiets can collect data at a low cost, and by make profits by collecting revenue from multiple customers, which results in multiple revenue streams.

The eDiets.com site has a revenue model that consists in 2 parts: one in which they sell diet products such as books and smoothies. The second part is an applictaion to which users subscribe for \$9.95 per month and they receive personalized profile, daily meal plans, some plans for fitness activity, and advice.

-they sell personalized meals that are delivered to meet the nutritional needs of their clients. All the meals are prepared and delivered to suit their diet-Offers a variety of diets plans for purchase that can be tailored and customized to each persons unique circumstances (all diet plans are online). -Included in the fees comes help line support as well as extra online tutorials. -Revenue is on going as payments must be made to receive customized diet plans and food.

Subscription Model-Customers pay a predetermined monthly fee for using the service

Direct Sales

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-The revenue model for ediets focus on direct sale on its fitness products such as food, books, and recipes, subscription of customers, and advertisement. -The revenue of the online store comes from online diet plans, home meal delivery, corporate service and others. -The online diet plan allows customers to personalize fitness and eating plan with subscription cost of \$17.96/month. -The home meal delivery allow customers to shop online and proceed transaction online. -Corporate services consists of insurance, web design, medical products and services, and other.-Also, ediets consists of e-commerce and b2b, which indicates customers can easily proceed transaction online and the store represents majority of the market.

1. direct sales: online shop selling diet smoothies, books and other products.2. Mobile: people who are interested can follow the company on Facebook, twitter, etc3. Subscription: providing customised diet, fitness and motivational programs, products and services on a subscription basis4. Gaming: on the side5. Transaction fee: The website offers food delivery which involves transaction fee.6. Referral: you can refer the website and its services to friends, which increases potential customer base

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Revenue Streams: Sells healthy smoothies, healthy living books, fitness gear, and other healthy living items. The products are divided into different categories as well as different goals (build muscle, lose weight, healthy and fit). It has a subscription program for diet chef meal deliveries. In order to push for recurring revenues, the website allows you to make a personal profile and also makes recommendations for other products and articles that you may be interested in.

- Make payment online- Products' price are posted in the all products section

Transaction fee- After people design their personalized diets they shop for products that ediets get comission for. Or it could also be through direct sales - Ediets own the products it sells for people's diets.

-eDiets offers an all-inclusive approach to dieting and lifestyle maintenance with a variety of digital diet plans, and nutritional products and supplements to help members take off the pounds, improve their health, and get in shape-The new eDiets platforms are available on the web as well as on tablets and smartphones, with mobile optimized functionality.

Revenue source: Members who are interested in improving their health, losing weights and getting in shape. Value offered by eDiets: Provide digital diet plans, online meal-planning solutions with tools, nutritional products and supplementary designed specially for each and every customers.Value of their product: Subscription fee for eDiets online weight-loss program

eDiets' revenue comes from:-selling diet books, fitness gear, Holly's green smoothie mix, meal deliveries, diet teas-subscription to its online weight loss program and diet plans