
GARNDMA'S TASTE

Wiktorina Maria STOMA^{1,2}, Muhammad Zeeshan RASHEED^{1,2}, Felix H. ARION^{2,*}

¹L'Ecole supérieure des Agricultures. Master of Science Food Identity, 55 Rue Rabelais, 49000 Angers, France

²Department of Economic Sciences, University of Agricultural Sciences and Veterinary Medicine of Cluj-Napoca, 3-5

Mănăştur St., 400372, Cluj-Napoca, Romania,

corresponding author: felixarion@usamvcluj.ro

RESEARCH ARTICLE

Abstract

"Grandma's Taste" is an idea of a social enterprise dedicated to promoting local cuisine and empowering local grandmas. Through a combination of events, a user-friendly website, and a mobile application, the project aims to celebrate the rich culinary heritage of communities while providing economic opportunities for elderly women. The platform serves as a digital marketplace where grandmas can showcase their traditional recipes, connecting them with consumers eager to experience authentic, home-cooked meals. Events hosted by "Grandma's Taste" provide an immersive culinary experience, allowing participants to engage with grandmas, and learn about regional ingredients, cooking techniques, and cultural traditions. By fostering intergenerational connections and supporting local food artisans, "Grandma's Taste" not only preserves culinary traditions but also promotes social inclusion and economic empowerment within communities.

Keywords: social enterprise, empowering elderly people, Start-up and Traditional Food Recipes

Corresponding author: Dr Felix Arion

INTRODUCTION

For both physical and emotional health, food is essential. For some, it's not simply a crucial component of survival; for others, it's a significant factor that can transform an otherwise serious attitude into a lighthearted one. After a demanding workday or long day, individuals want to unwind with food and relaxation at home. Takeout is undoubtedly quick and tasty, but cooking a dinner at home is more satisfying and has a unique flavor. For a novice, it can be challenging to locate a reliable cooking education resource. For this reason, we came up with the concept of a cooking recipe app that gives users detailed instructions to make dinner preparation less stressful (Mane *et al.*, 2018)

A major strategy to improve competitiveness and sustainability through new value propositions and business management techniques has been proposed: business model innovation. This is because the food sector is experiencing profound changes and growing competition. Despite this, the food industry shows little interest in business models, particularly sustainable business models. (Franceschelli *et al.*, 2018).

The revolution in mobile technology has had a tremendous impact on human activities in

daily life. With 3.48 million mobile applications available for download in the Google Play Store and 2.22 million in the App Store for iOS users, these statistics are based on the year 2021 (Statista, 2022). This also holds true for cooking, as the majority of people believe that looking up recipes online is more convenient than using cookbooks. (Anaya *et al.*, 2016).

The cooking trend has shifted to a new idea called the "digital kitchen," where 59 percent of millennials, or people in the 25–34 age range, cook while having tablets or smartphones by their sides showing the culinary process of cooking a dish. This is according to research by McGarry Bowen and Kraft Foods, which was reported in an article by Cooper (2021). Thus, the advancement of mobile technology has changed people's attitudes toward cooking.

Both management and investors typically understand their respective goals, the options that are accessible to them, and what has to be done in order to reach an agreement when established enterprises look to the outside world for funding for research or new product development, and when investors look for chances for financial returns. They both recognize the importance of meticulous planning for every facet of developing a new product, including market research, marketing

strategies, hiring the right personnel, building the necessary facilities, securing funding, managing cash flow, and more. The world of seed money is not very organized. At this point, investors and entrepreneurs frequently have differing expectations regarding the steps necessary for a successful discussion. Of course, there is some overlap, but neither party understands the guidelines for coming to a mutually agreeable agreement (Rhea, 1989).

Customary cuisine reflects history and culture, and way of life. As observed by (Slimani *et al.*, 2002), there are differences in eating trends throughout countries even though we live in a globalized society. An essential way to understand dietary patterns and how they have changed throughout time is to research traditional foods. Customary diets and lifestyle choices may provide health benefits that have, crucially, been well investigated over time (Trichopoulou *et al.*, 2007)

Objectives

1. To create a recipe-sharing Platform for Traditional Food Products

MATERIAL AND METHOD

The research conducted for "Grandma's Taste" aimed to assess the impact of traditional homemade cuisine on consumer preferences and social engagement. The study employed a mixed-methods approach, combining qualitative and quantitative data collection techniques to provide comprehensive insights into the effectiveness of the "Grandma's Taste" concept.

Porter's five forces concept, which includes competition between current competitors, threat from new entrants, power from suppliers and purchasers, and substitute goods and services, is predicated on the idea that an organizational strategy should take advantage of opportunities and guard against risks in the external environment of the firm. A competitive strategy ought to be based on knowledge of industry structures and how they evolve (Brujil, 2018).

Porter 5 force Model was used to have a critical and analytical idea of the business

1. Competitive Rivalry
2. Supply power
3. Buyer Power
4. Threat of Substitution
5. Threat of new Entry

SWOT Analysis was also used to study this business idea. A SWOT analysis assesses the possibilities and risks that are external to a business as well as its internal strengths and weaknesses. The organization's internal resources, competencies, and competitive advantages are determined through internal analysis. The external analysis looks at the resources of rivals, the industry environment, and the overall environment to find market possibilities and risks. Using an organization's knowledge of its internal and external environments to inform strategy formulation is the aim of a SWOT analysis (Sammut-Bonnici *et al.*, 2015).

The following are the main drivers of globalization that have an immediate effect on SMEs: moving to the tertiary economy (an economy centered on services); altering the significance of location in conducting business (geographic and economic flexibility); and the creation and fusion of novel technologies. When faced with fierce competition in the local market, small and medium-sized businesses have two options: either they expand internationally (actual internationalization) on their own or through partnerships and collaboration with other businesses that share their interests, or they "internationalize" domestically by joining a network of businesses with an international dimension through various forms of outsourcing, such as production-on-order, subcontracting, etc. Despite holding a disproportionate amount of the market in international business, small and medium-sized businesses are currently among the most dynamic parts of industrialization (Belu., 2016)

RESULTS AND DISCUSSIONS

The results of the "Grandma's Taste" research project provide comprehensive insights into the impact of traditional homemade cuisine on consumer preferences and social engagement. This section presents the findings of our extensive research, detailing how traditional recipes prepared by grandmas resonate with diverse consumer demographics. We explore how these culinary experiences foster stronger community ties and enhance social inclusion.

Supplier Power

This force is high because our suppliers are fewer and they can exploit the company as the company does not have any other

replacements. Suppliers have significant powers and they can squeeze the profit.

Threat of Substitution

This force is high because, our customers like tourists and students can go to the local restaurants and hotels and can try the local dish there, despite making it by themselves. That would be more convenient for them in terms of TIME.

Buyer Power

This force is low because there is an element of sympathy attached to it, there is an emotional factor in the buyers' mind that they are contributing towards the financial independence of Elderly people.

Threat of New Entry

This force is low because the targeted audience is a niche market like students and Tourists.

Despite the comprehensive nature of the "Grandma's Taste" research project, it is important to acknowledge that the study was primarily theoretical due to certain limitations. Our research largely depended on secondary data sources, literature reviews, and hypothetical models because we did not have direct access to the target demographic groups for extensive fieldwork.

The SWOT analysis of the "Grandma's Taste" initiative (Table 1) reveals several key strengths, including the authenticity of the culinary experiences offered, extensive knowledge of social media, high social value, and access to various funding sources. The use of digital platforms, such as a website and mobile app, to share traditional recipes also stands out as a significant strength. However, the project faces weaknesses such as a lack of financial stability, the need for initial capital, dependency on seasonal availability, and potential challenges in maintaining consistent quality across different regions.

Opportunities for "Grandma's Taste" include organizing thematic events like culinary workshops, collaborating with local travel agencies and guides, and developing signature products based on popular recipes to commercialize. Additionally, the growing consumer demand for ethically sourced products presents a favorable market condition.

On the other hand, the project must navigate threats such as intense competition, the need to comply with legal requirements, market fluctuations, balancing social impact with financial objectives, and various regulatory challenges.

The project significantly contributes to preserving cultural heritage by promoting traditional homemade cuisine. This preservation of culinary traditions serves not only to maintain a connection to past generations but also to educate younger demographics about the rich cultural tapestry of their heritage. By involving grandmas in the preparation and sharing of traditional recipes, the project facilitates intergenerational bonding, fostering a sense of community and continuity.

Furthermore, the initiative enhances social engagement by providing a platform for social interaction. Community members who participate in the culinary workshops and events experience a sense of belonging and inclusion, which can be particularly beneficial in combating social isolation among the elderly. The emphasis on sharing meals prepared from cherished family recipes creates opportunities for storytelling and cultural exchange, enriching the social fabric of the communities involved.

Despite these positive impacts, the project must address certain challenges to maximize its social and economic contributions. Ensuring consistent quality and authenticity across different regions is crucial to maintaining the project's credibility and consumer trust. Additionally, balancing the social objectives with financial sustainability requires careful planning and management to avoid compromising the project's core values.

In conclusion, the "Grandma's Taste" initiative exemplifies how traditional homemade cuisine can serve as a powerful tool for social engagement, cultural preservation, and economic development. By leveraging digital platforms and community events, the project successfully bridges generational gaps and enhances social cohesion. Moving forward, addressing the identified challenges will be essential in sustaining and expanding the positive impact of this innovative project

Table 1. SWOT Analysis for company Grandma's Taste

Strengths	Weaknesses
<ul style="list-style-type: none"> - authenticity - knowledge of social media - high social value - access to various funding sources - digital platforms (website and app) to share traditional recipes 	<ul style="list-style-type: none"> - lack of financial stability - initial capital for the business - depending on the seasons - potential challenges to maintain consistent quality across different regions
Opportunities	Threats
<ul style="list-style-type: none"> - organization of other thematic events, e.g. culinary workshops - cooperation with local travel agencies and guides - exploring opportunities to develop and commercialize signature products based on popular recipes - growing consumer awareness and demand for ethically sourced products 	<ul style="list-style-type: none"> - competition: wider knowledge about market - compliance with all legal requirements - market fluctuations - balancing social impact goals with financial objectives - regulatory challenges

Competitive Rivalry

This force is high as the competitors can go for aggressive price cuts and if they offered authenticity and originality in their recipes

CONCLUSIONS

The idea of creating a Recipe sharing platform and then optimize its output by the use of technology. A website, Android and IOS Mobile Application and Physical presences in the market by doing a partnership with travel agencies. Main targeted audience is international tourists and students coming into Romania. The Business has a potential to expand in the future in other European countries. The online platforms can also be used for E-commerce like buying and selling of cooking utensils. The social impact of this start-up idea is to engage the elderly people by getting recipes of Traditional food products, this way they can have an additional source of income. The business idea is mainly revolves in the niche market segment. SWOT Analysis and 5 Porter forces was conducted to check the feasibility of this business idea in the real world. Forces like Supplier Power, competitive rivalry and threat of substitution is high but Buyer power and threat of new entry is low.

REFERENCES

- Sammut-Bonnici, T., & Galea, D. 2015. SWOT analysis. Wiley Encyclopedia of Management, 1- 8.
- Belu, M. G. 2016. Strategies for Internationalization of Romanian SMEs. Focus on the European Market. *European Journal of Interdisciplinary Studies*, 8(2).
- Slimani, N., Fahey, M., Welch, A. A., Wirfalt, E., Stripp, C., Bergstrom, E., et al. (2002). Diversity of dietary patterns observed in the European Prospective Investigation into Cancer and Nutrition (EPIC) project. *Public Health Nutrition*, 5(6B), 1311-1328.
- ANAYA, M., Carlos. & Arroyo, C., Ludwing. 2016. Business model development: a mobile application case.
- Bruijl, D. G. H. T. 2018. The relevance of Porter's five forces in today's innovative and changing business environment. Available at SSRN 3192207.
- Cooper, J., 2021. Cooking trends among millennials: Welcome to the digital kitchen. Think with Google.
- Franceschelli, M. V., Santoro, G., & Candelo, E. 2018. Business model innovation for sustainability: a food start-up case study. *British Food Journal*, 120(10), 2483-2494.
- Statista. 2022. Number of apps available in leading app stores 2021.
- Mane, S. D., Ratlamwala, R. Z., Jain, V. S., & Patil, R. 2018. Foodorials-A Cooking Recipe Android App. *International Research Journal of Engineering and Technology*, 5(4), 1454-1456.
- Rea, R. H. 1989. Factors affecting success and failure of seed capital/start-up negotiations. *Journal of Business Venturing*, 4(2), 149-158.
- Trichopoulou, A., Soukara, S., & Vasilopoulou, E. 2007. Traditional foods: a science and society perspective. *Trends in Food Science & Technology*, 18(8), 420-427.