

## **Critique of Sova's business model on the basis of my understanding from secondary research -**

### **A) What are the challenges that Sova Health will face while growing its business?**

Ans: 1. Customer

- a. None reliable customers
- b. Small Segment of Customers
- c. Technological challenges/barriers

2. Company

- a. Capital
- b. Technology
- c. Human Resource

3. Competition

- a. Already existing apps like Healthify
- b. Lower prices
- c. Marketing and advertising cost increment

4. Market

- a. Niche market
- b. Already existing alternatives like doctors, nutritionists, gym trainers etc.
- c. Top tier cities only

5. Distribution

- a. New channels for nutrihub product distribution

We need to build proper channels through which users can order and receive their products.

6. Product Competency

- a. Product should meet adequate quality for larger user base
- b. Pricing
- c. Competitive advantages/offers
- d. Futuristic plans for adding more products

7. Fast and reliable technology to get health chart

- a. UI should be user friendly
- b. Auto value scan from reports
- c. Doorstep blood sample collection

### **B) 1-Representation of the landscape of partners that Sova Health can work with. The holistic set of channels or partners basically-**

- a. Partnership with nutritionist at different location
- b. Association with shops who are selling nutrition and food related products
- c. Association with hospitals/doctors
- d. Association with top gyms/fitness/yoga centres
- e. Partnership with influencers on social media

### **2-Which channels do you feel are the right ones to prioritize and why? We obviously can't go after all of them at the same time. Can you please share the rationale on why we should choose one over the other -**

- 1. Association with top gyms/fitness/yoga centres
  - a. Well aware public
  - b. Tech savvy
  - c. Health conscious
  - d. Financially stable
- 2. Association with hospitals/doctors

- a. Huge number of users
- b. Already in fear of their health
- c. They will follow doctor's advices
- d. Less expenses on marketing and advertising

3. What would be your approach towards acquiring customers via them-  
Think tactical execution here - how will this play out realistically?

- 1. Partnering with the instructor/guru to promote our products and services
- 2. Organising healthcare seminars to increase awareness
- 3. Influencers meet via social media or live