

Green Light Food Project In China

Chaoyi Zhang* and Ingnapat Jongwiriyaaroenchai

Southeast Asia University, 19/1 Petchkasem Rd, Nong Khang Phlu, Nong Khaem, Bangkok, 10160 (Thailand)

*Corresponding author: S6741B20001@sau.ac.th

Abstract This business plan provides a comprehensive overview of the Green Light Food Project, detailing its organizational structure, team management, and future strategies. It employs PESTEL analysis for macro-environmental assessment, Porter's Five Forces model for industry evaluation, and SWOT analysis for project-specific insights. Target customer segmentation is conducted through questionnaire surveys, while market positioning utilizes STP theory. A marketing strategy is developed based on the 7Ps marketing mix, complemented by Business Model Canvas analysis. The report concludes with a five-year financial projection for the Green Light Food Project, including revenue forecasting, break-even analysis, and return on investment assessment, supported by market research and financial risk assessments. This document serves as a systematic framework for the Green Light Food Project, offering valuable references for commercial plan development in the light food industry.

Keywords: light food; business plan; intelligent constitution recognition; chain operation.

1. INTRODUCTION

The light food market in China has witnessed rapid growth in recent years, driven by increasing health consciousness among urban consumers and the emergence of health-oriented dietary trends. According to industry reports, the Chinese light food market surpassed 60 billion yuan in 2023, with a projected compound annual growth rate (CAGR) exceeding 15% through 2028 (National Health Commission, 2024). Within this context, health-oriented food products and personalized dietary services have emerged as key consumer priorities.

However, a significant research gap exists in the current light food market: existing products are characterized by homogenization and a lack of personalization, failing to meet the diverse physiological and nutritional needs of individual consumers. Moreover, the application of emerging technologies such as Artificial Intelligence (AI) and Traditional Chinese Medicine (TCM) constitution theory in light food personalization remains underexplored in both academic literature and industry practice.

This study addresses the above gap by proposing the Green Light Food Project, which integrates AI-driven constitution recognition technology with TCM wellness concepts to deliver customized dietary

solutions. The key contribution of this research lies in its interdisciplinary approach—bridging AI technology, TCM health theory, and modern food marketing—to create a differentiated, data-driven light food business model in China.

The research objectives of this study are as follows: (1) to assess the macro-environmental and competitive landscape of the light food market in Taiyuan, China; (2) to develop a customer segmentation and positioning framework using STP theory; (3) to formulate a comprehensive marketing strategy based on the 7Ps model; (4) to evaluate the financial feasibility of the Green Light Food Project over a five-year period; and (5) to provide actionable recommendations for implementation and scale-up. Primary data were collected through consumer surveys (N=218) and field visits in Taiyuan, supplemented by secondary data from industry reports and academic literature.

2. MATERIALS AND METHODS

This study applies a mixed-method approach, combining strategic analysis frameworks and financial modeling:

- PESTEL Analysis: to assess political, economic, social, technological, environmental, and legal factors

impacting the industry.

- SWOT Analysis and Porter's Five Forces: to understand the market positioning, opportunities, and competitive threats.
- STP and 7Ps Marketing Frameworks: to guide brand positioning, consumer targeting, and channel strategies.
- Financial Forecasting: to estimate

sales,

cost structures, break-even point, and return on investment over a five-year period.

- Primary data were collected through field visits, supplier interviews, and

consumer surveys in Taiyuan. The consumer survey yielded a total of 218 valid responses (N=218). Participants were recruited using a combined purposive and snowball sampling strategy, targeting urban white-collar workers aged 18–45 with health-oriented consumption habits in the Wanbolin and Yingze districts of Taiyuan. Questionnaires were distributed both offline (at commercial office buildings and fitness centers) and online (via WeChat groups), achieving a response rate of approximately 87.2%.

3. RESULTS AND DISCUSSION

3.1 Market and Environmental Analysis (PESTEL)

Political : Policy Support and Strict Regulation

Health policy support and entrepreneurship assistance provide favorable conditions for the development of the light food industry, while stricter regulations impose higher requirements on food safety and business compliance.

Economic : Taiyuan Market Potential and Cost Pressure Coexist

Taiyuans per capita disposable income has increased, with light food consumers showing higher willingness to pay. However, the market still faces significant cost pressures, indicating substantial growth potential.

Social : Awareness of Health and Localized Adaptation Needs

The rise of health awareness has diversified consumption scenarios, yet it is accompanied by cognitive biases and seasonal challenges,

necessitating localized adaptations for light food products.

Technology : Digital Transformation and Intelligent Technology Application in Catering

The catering industry is undergoing digital transformation, and intelligent body composition analysis technology can be applied to the light food sector to provide technical support for the project. Specifically, the Green Light Food platform's AI-driven constitution recognition system integrates multiple data sources, including (1) user-submitted questionnaires covering dietary habits, lifestyle patterns, and health goals; (2) body composition analysis via bioelectrical impedance sensors; and (3) image analysis of user-provided health photos using convolutional neural network (CNN) models. The system processes these inputs through a TCM constitution classification algorithm (based on GB/T 22657-2024 standards) to generate one of nine constitution categories (e.g., Qi deficiency, Yin deficiency, Phlegm-dampness). The output is then mapped to a personalized meal plan that recommends specific ingredients, caloric targets, and nutritional ratios, delivered to users via the WeChat Mini Program interface.

Environment : Green Catering Trend and Environmental Protection Cost Increase

As green catering becomes a trend and environmental costs rise, sourcing ingredients locally has become a key strategy to reduce expenses and meet sustainability requirements.

Legal : Food Safety and Labeling Standardization

Strict compliance with food safety regulations, labeling requirements, and other relevant legal standards must be ensured to guarantee the lawful and compliant operation of the project.

3.2 SWOT Analysis

Category	Core Point	Detailed Content
Strengths	Multi-dimensional Competitiveness	Fast delivery, O2O marketing, standardized cost control, membership system for customer retention, customized products, integration of traditional Chinese medicine and smart technology

Category	Core Point	Detailed Content
Weaknesses	Challenges in the early stages	Weak brand influence, limited funds, lack of internet experience
Opportunities	Market Demand & Model Maturity	Growing demand for light meals, low market penetration, mature O2O model
Threats	Competition & Homogenization	Many potential competitors, serious product homogenization
Strategic Choice	Developing in Stages	Initial phase: growth-oriented strategy (SO); long-term: diversification strategy (ST)

3.3 Competitive Advantage Analysis

To clearly position the Green Light Food brand within the competitive landscape, a Competitive Advantage Matrix was constructed comparing Green Light Food against three representative competitors in the Taiyuan light food market: mainstream chain light food brands (e.g., Wagas, Origen), local catering businesses, and home-delivery meal prep services. The comparison evaluates six key dimensions: product personalization, technology integration, TCM health orientation, pricing competitiveness, brand recognition, and delivery capability.

As shown in Table 1, Green Light Food demonstrates a clear competitive advantage in three dimensions: AI-driven personalization, TCM-integrated health solutions, and membership-based customer retention. While established chain brands have stronger brand recognition and Green Light Food is in its early growth stage, the project's differentiated positioning—combining intelligent constitution recognition with personalized TCM-based meal planning—creates a defensible market niche that existing competitors have not addressed.

Table 1. Competitive Advantage Matrix of Green Light Food vs. Key Competitors

Dimension | Green Light Food | Chain Brands (e.g., Wagas) | Local Catering | Delivery Meal Prep

Product Personalization | High (AI+TCM) | Low (Standardized) | Medium | Medium

Technology Integration | High (AI Constitution) | Low | Very Low | Medium

TCM Health Orientation | High | Very Low | Low | Very Low

Pricing Competitiveness | Medium (20-23 yuan) | Low (Higher priced) | High | Medium

Brand Recognition | Low (New brand) | High | Medium | Low

Delivery & O2O Capability | High (WeChat Mini Program) | Medium | Low | High

Customer Retention Model | High (Membership + Points) | Medium | Low | Low
(Note: Ratings reflect relative competitive strength: Very Low / Low / Medium / High / Very High)

3.4 Marketing Strategy (STP & 7Ps)

3.4.1 STP

Segmentation: Segment by industry, age, income, gender, and other dimensions, focusing on urban populations with strong health awareness and moderate to high consumption capacity.

Target market: The core target demographic comprises urban white-collar women aged 18-45 with middle-to-high income levels, who prioritize health-conscious brands, with their primary needs centered on weight management and healthy lifestyle.

Positioning: Positioned as a personalized light meal solution provider, we offer dietary guidance, weight loss plans, customized meal packages, and convenient ordering experiences to meet precise health needs.

3.4.2 7P

Product : Strategy provides personalized light meal packages and complementary services to meet customers' needs for fat reduction, body shaping, and wellness. By integrating Traditional Chinese Medicine (TCM) wellness concepts with intelligent constitution recognition technology, customized conditioning plans are developed to address the issue of monotonous nutrition in traditional light meals. Seizing the opportunities in the light meal industry, the brand is established and expanded regionally to enhance its influence.

Price : With competitive and customer-oriented pricing strategies, the average price for

member meals is 20 yuan, while individual dishes cost 22-23 yuan, achieving a balance between cost-effectiveness and profit margins.

Place : Initially operating under a direct-operated model, the stores were located on the ground floor of commercial office buildings with high concentrations of white-collar workers, offering product experiences, membership services, and delivery within a 3-kilometer radius. By using WeChat Mini Programs for food ordering, combined with self-media matrix promotion and viral growth strategies, we can expand online reach and increase order volume.

Promotion : The 7P marketing strategy features diversified promotion approaches. Offline, elevator advertisements precisely target office workers, while online, food delivery platforms and social media boost brand visibility. Membership programs enhance customer retention through discounts, points, and priority access to new products. Short-term promotions such as opening discounts and holiday events can rapidly attract new customers to enter the market.

People : involves three types of teams. The core service team provides personalized consultation, customized meal plans, and weight loss monitoring, addressing client needs through one-on-one communication. The professional support team collaborates with experts to offer specialized support for products and planning. Store operation personnel are responsible for food preparation, delivery, and offline marketing, ensuring efficient and considerate service.

Physical Evidence : The brand adopts an ancient-style visual identity, with product packaging incorporating logo design to balance practicality and refined wellness aesthetics. Offline stores feature minimalist and refreshing designs integrated with traditional Chinese medicine wellness elements. Online platforms, posters, and promotional materials maintain visual consistency to comprehensively convey brand values and reinforce brand memory.

Process : Clients are reached online through mini-programs or community groups, where AI identifies physical constitution and recommends customized meals; one-click ordering via the mini-program with third-party delivery. Members enjoy check-in supervision and birthday benefits, with new products developed based on community needs, 24/7 after-sales service, and short-term slimming clients can be converted into long-term customers.

3.5 Financial Feasibility

Financial projections for the Green Light food business model were developed to evaluate its investment viability and long-term profitability. The analysis includes capital expenditure, sales forecasts, operating costs, and performance indicators over a five-year period.

Based on conservative estimates, the model assumes a gradual ramp-up in customer volume, regional brand recognition, and product

diversification . Below show table

The Project cost of Green Light Food(Ten thousand yuan per unit)

Cost Items	Estimated Cost (CNY)
Staff Salaries	34.80
Food Ingredients Procurement	28.50
Product R&D Costs	12.20
Mini-Program Store	0.68
Mini-Program Certification & Others	0.30
Promotion Expenses	2.00
Sales Promotion Costs	0.40
Publicity & Event Costs	4.80
Vehicle Purchase	0.00
Office Space Expenses	3.00
Store Rent	3.60
Store Operation Expenses	1.00
Store Decoration	5.00
Company & Trademark Registration	0.30
Financial Outsourcing Fees	0.60
Delivery Outsourcing Fees	4.00
Total	101.18

Earnings of Green Light Food in the next 5 years

Year	Revenue (CNY)	Operating Cost	Net Profit	ROI
1	95.00	101.18	-6.1800	-6.51%
2	240.00	140.78	96.7395	40.31%
3	339.50	187.48	144.4190	42.54%
4	439.00	234.18	118.5450	27.00%
5	538.50	280.88	131.4450	24.41%

- The projected break-even point occurs in Year 2, suggesting that the business can cover its startup costs quickly through a mix of dine-in and delivery operations.
- The return on equity (ROE) exceeds 40% from the second year onward, while the net present value (NPV) for the first three years stands at 1.4034 million yuan, significantly above zero, underscoring its investment value.

Management of Risk and Countermeasures

Management risks encompass operational decision-making, daily operations, and service management risks. Countermeasures: Strict adherence to food safety standards, scientific procurement practices, and enhanced personnel training.

Market Risk and Countermeasures

Market risks include insufficient consumer awareness and underperformance in sales. Countermeasures: Enhance brand awareness and reputation through new media operations.

4. CONCLUSION

The Green Light Meal program aligns with the trend of consumption upgrade, adopting a differentiation strategy as its core. It integrates traditional Chinese medicine wellness concepts with intelligent constitution recognition technology to provide personalized light meal packages and services for weight loss, body slimming, and health maintenance in the target market. The membership model effectively enhances customer retention.

Financial data shows the project turned profitable from its second year onward, with net profits reaching 992,200 yuan in the second year and 1,520,200 yuan in the third year. The net profit margins were 40.31% and 42.54% respectively, demonstrating strong cash flow and promising growth potential with high investment value.

It is recommended to advance project implementation, with a focus on strengthening brand building and product innovation. Continuous optimization should be achieved in integrating intelligent constitution recognition technology with Traditional Chinese Medicine (TCM) health preservation solutions. Gradual expansion from the Taiyuan market to nationwide coverage should be pursued, while chain scale should be expanded through direct operation and franchise models.

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