

Solving A Food Problem

Different Niches

According to Associated Press food editor, J.M. Hirsch, he started a blog called Lunch Box Blues to help tackle the challenge of preparing daily lunches for his young son, and then other parents began asking for advice. On the other hand, The Lunch Tray has a primary goal of reforming the food served in the Houston school system.

Lesson: Every industry has numerous problems that are experienced by different kinds of consumers, so there are many ways to create problem-solving solutions.

References

Martha Stewart. (2011, November 29). The stay-at-home dad's show.

<http://www.jmhirsch.com/>

www.lunchboxblues.com

<http://www.thelunchtray.com/about-2/>