

Jenny Craig Weight Loss Program



Hybrid Offering	
Brief description	Jenny Craig Weight Loss Program combines diet meals and snacks with personal consulting and various online services for weight control.
Hybrid offering's industry	Wellness
Company details	
Jenny Craig, Inc. www.jennycraig.com	Founded in 1983, Jenny Craig, Inc. is one of the largest weight management service companies in the world. The company is based in Carlsbad, California.
Company's industry	Wellness
Country of origin	USA
Dimensions	
Product dimension	A large variety of diet meals and snacks called "Jenny's Cuisine™" is available for customers to buy.
Service dimension	Customers are assigned their personal Jenny Craig certified consultant to help them stay motivated and learn how to create more balance in their busy lifestyle. The personal consultant designs an individual diet plan, tracks weekly progress and suggests weight-loss tactics. The corporate website offers a large amount of articles and weight-loss tips. The web-based eTools allow customers to access online services such as progress/weight tracker, recipes, activity planner, online journal, and menu planner. The webpage also serves as community platform with message boards, chat rooms, video blogs, buddy lists and groups for motivation and exchanging advice among customers.
Other links	
Other Crucial Dimensions	
Community as service	Yes
Target market	B2C
Revenue model	Product-based, gratis eTools

Images

Product dimension



Service Dimension

