

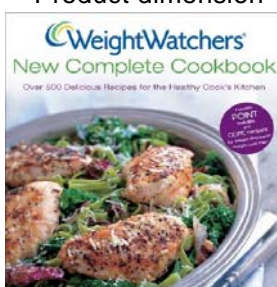
Weight Watchers



Hybrid Offering	
Brief description	The product-service system consists of the Weight Watchers weight-loss products and the Weight Watchers member services such as meetings and online tools.
Hybrid offering's industry	Preventive healthcare
Company details	
	Weight Watchers International, Inc. is a leading provider of weight-loss products and services. Founded over 40 years ago by Jean Nidetch in the United States, Weight Watchers also provides 50,000 Weight Watchers meetings each week in countries all over the world. The company operates through a global network of company-owned and franchise operations. An affiliate of Weight Watchers International, Inc., WeightWatchers.com, Inc. was founded in 1999 and offers Weight Watchers' weight loss plan in combination with online weight loss tools.
Company's industry	Preventive healthcare
Country of origin	USA
Dimensions	
Product dimension	The Weight Watchers product portfolio includes scales and food products such as semi-finished meals, bread, sweet baked goods, candies, cheese, yogurt, smoothies, and ice creams.
Service dimension	WeightWatchers.com, Inc. offers weight loss help for meetings members and self-help dieters alike. Offered services include a comprehensive free-access website with a rich community section, broad and deep information on weight loss and healthy lifestyles, and a convenient way of locating Weight Watchers meetings. In addition, offerings available to consumers on a subscription basis include <i>Weight Watchers Online</i> for those who cannot join the meetings and <i>Weight Watchers eTools</i> to enhance the meetings experience (e.g. diary of meals, weight loss tracking, recipe planner, meal suggestions, analysis of weight loss contribution of particular meals on the basis of diary entries, fitness tips).
Other links	
Other Crucial Dimensions	
Hybrid orientation	Result oriented
Community as service	Yes
Target market	Pay as you Consume
Revenue model	B2C

Images

Product dimension



Service Dimension

