



Eveil&Bio

Executive Summary

1. CONCEPT

Eveil&Bio is a B2C store and the first exclusive baby store with a large range of certified and labeled green products in city centers. The assortment is composed of organic and ecological products.

Our mission is to promote organic and green consumption, natural care for mothers and babies. We offer products for pregnant mother care and baby for 0 to 3 years old.

We sell baby Food, Baby Care, clothes for babies and pregnant mothers, toys and accessories for baby.

Our Goals:

- Become the reference in this segment
- Have a very large and present community
- Work with doctors and specialists

Our main asset is convenience: we sell all the products you need for babies and pregnant woman in central areas.

2. OUR MARKET

The green market in France is a growing market: Organic exploitations and customers of organic or ecological products are increasing. The French bio Market now represent 4,17 billions euros in 2012. France is the second largest bio market in the European union and the second largest producer.

There is a growing concern regarding our day-to-day products and numerous scandals have revealed that toxic products were found in baby care products. A lot of products are considered toxic for babies (Phénoxyéthanol, Paraben, Triclosan....) and it is difficult to be aware of all of them. Parents often want what is best for their babies and it is hard to find products that can be trusted.

Keeping in mind those two trends, we decided to create the first green baby store with certified products. Our stores will only sell products from certified bio labels. Our main asset are the convenience of the store. In one single place, you can find all the products you need from pregnancy to products for 3 years old with certified labels.

3. OUR TARGET

We target parents (especially mothers), grand-parents or young kids' relatives with middle or high purchasing power and a green/bio sensibility living into the cities. Our target age is between 25 and 60 and more years old.

4. COMPETITORS STUDY, AND CHANNELS

We have two main physical competitors :

- Autour du bébé : a chain store located out of time specialized in baby with a green department
- Babyfrog : a green baby store in Lyon. However the store only measures 60m².

We also compete with lots of baby green e-shops that have a delivery service (Greenweez is the number one in France but there is also Biotendance, the Ultimate green shop)

Concerning our indirect competitors, we compete with Green stores that have a baby food and baby care department such as La Vie Claire or Naturalia. But there is also large scale retailers that offers some baby or/and bio products and classic baby stores.

5. STORE CONCEPT, LOCATION AND FORMAT

We want to build green and eco-responsible stores with ecologic materials and energy control. We are also really focused on customer experience , we want to create a comfortable and cocooning atmosphere close to mothers and families

LOCATION: Eveil&Bio are located in city centers to be close to our target. We will open our first store in Lyon and then in Paris because they are the two most developed organic market in France.

FORMAT: between 250 and 500 m2 depending on the place with 2 or 3 cash machines and between 3 or 5 clerks.

6. STORE LAYOUT: THE STORE ORGANIZATION

Eveil&Bio stores are divided in 3 main areas: first, at the entrance customers enter in a NON FOOD product area with toys, clothes, home departments, then Babycare and lotions products are the second area, and before the cash machines, the FOOD products area. It is a one way organization with one entrance and one exit.

7. FINANCIAL FEASIBILITY

Our strategy price : we will have a higher margins on NON FOOD and CARE PRODUCTS and low margins on FOOD products, because there is more competition on organic food products than on organic toys or clothes for kids. We estimate our average margin to be 30%.

There is 500 000 city dweller in Lyon, 65% of those people are between 25 and 60 years old, so our target age and 6% of them will be likely to buy baby products. We target 19500 people. We expect to transform 5% of them in final clients so the first year we plan to have 975 clients. Based on our assumption, the medium basket per month per client is 70 €. The first year our revenue will be of 819 000 €. Our gross margin will be 245 700 € the first year.

Regarding our cost: we attend to spend 90000 € on rent and renovation. Our operative cost reach 158 400 €. We indeed need to hire 6 store employees, one store manager, one community manager intern and one developer for the website. We will spend 7180 € on communication (Flyer, display) and 5000 € on marketing costs (mainly display in the store).

The first year, we have a negative EBIT but we will get positive EBIT from second year onwards.

8. KPI DEVELOPMENT

To be successful and remain profitable we need to constantly review our performance and for that we have developed both qualitative and quantitative KPI's. On qualitative part we will be measuring Customer satisfaction, Store ambience and presentation & Customer complaint handling, while on the quantitative part we will measure EBIT, GMROI, Customer retention, Inventory shrinkage, Sales per square foot, Sales per employee & Variable cost. All this will make part of the performance evaluation criteria for both the store and employee's.

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9. COMMUNICATION - LOYALTY

Our communication broadcast a LOCAL & HEALTHY message both through online and offline media. On the Online part we will run our Youtube channel, manage facebook, and twitter page which will be updated regularly. On the offline communication will mainly be flyer distribution and poster display. We want to implement several loyalty programs with discounts and gifts to increase brand sympathy.

To involve our community we also want to organize workshop and conferences in the store with specialists.

10. OPENING

Before the opening, we will do campaign in local and specialized press, schools, hospitals, doctors' waiting rooms to target mothers and parents. We also want to display poster in subway stations. For the opening, we plan to put Invitation flyers for the opening in mailboxes and distribute welcome pack with some first baby care sample in the store.