AGGOUNE REWAN - DAULL Iris - LAVELLE Anne-Sophie - THIEFFRY Marie - MALHOTRA Kapish - KUMAR Rahul

EVEIL & BIO
The green baby store

EVEIL & BIO
The green baby store

CONCEPT

We provide
safe, organic and natural products
for mother care and baby care from 0 to 3 years old .

With Guarantee of certified products

ø **PROPYPARABENE**
ø **PHENOXYETHANOL**
ø **ALLERGENIC PRODUCTS**

The green market in France : a new and growing market : Organic exploitation in France are increasing

25 % of the organic alimentation is imported in 2014 against 39% in 2012

19 % of the EU green market is in France in 2014, it's the second bio market in Europe and the second producer

X 2 The french bio market was multiplied in 5 years and it represent now 4, 17 billion euros in 2012 !!!

EVEIL &BIO
The green baby store

PARENTS – MOSTLY THE MUMS WITH BABIES FROM 0 TO 3 WHO ARE YOUNG WORKING ADULTS

& GRAND PARENTS

CITY DWELLERS LIVING IN FRENCH BIG CITIES

HIGH OR MIDDLE PURCHASE POWER

GREEN SENSIBILITY / AWARENESS

EVEIL & BIO
The green baby store

We provide, all the natural & organic products a parents need for raise their child (age group 0-5) except medicines and school books.

CATEGORIES

Baby food comsumable

baby food (puree), candy, milk, powder milk, Milk, cereals

Accessories

Food accessories for babies

Baby personal care & hygiene

Diapers, soaps, lotions, oils, alternative medicines

Baby hardware

Baby bed, pushchair, a play pen

Baby apparel

Clothes, baby blankets, a bib

Cuddly toys

Teddy bear, a huge collection of cuddly toy

Books

books about natural products, books on childcare tips

Gift packs

for baby shower and other occasions

EVEIL & BIO
The green baby store

Channel Options: We will have retail channel in the format of brick & mortar only, though customer's can see our current and upcoming offering on our website and can associate socially on the website with other customers.

DIRECT COMPETITORS

INDIRECT COMPETITORS

- AUTOUR DU BEBE : Chain store specilized in baby. sells some green products. Store located out of town.
- BEBE FROG : bio and baby specilized store in Lyon. Proposes workshops. But only 60m²
- Greenweez : N°1 in France with a big baby product range.
+
Lots of biowebsite for baby with delivery service (Biotendance, the Ultimate green Store, Bébé au naturel, Brindilles, Natura bébé….)

Large scale retailers (green departements clothes and food)

La Vie Claire or Naturalia :green store with a baby department but only food and baby care.

Commun baby stores : in Lyon
Bebe 9
Lili sur les paves
Natalys

AN INFORMATIVE PLACE, ROOTED IN LOCAL PRODUCER NETWORK
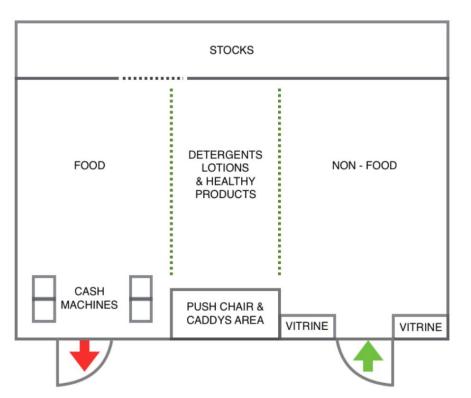
A CONFORTABLE PLACE DEDICATED TO PARENTS AND BABIES

AN ARCHITECTURE & MAINTENANCE IN ACCORDANCE WITH THE ORGANIC ETHICS

DECORATION: A MODERN EXPRESSION OF NATURE

" *A quiet atmosphere inside the city* "

" *A green store close to mothers and babies* "

"*We respect your babies, but we also respect the earth* "

EVEIL & BIO
The green baby store

Store layout : the store organisation

3 MAIN AREAS !

STOCKS

FOOD

DETERGENTS LOTIONS & HEALTHY PRODUCTS

NON - FOOD

CASH MACHINES

PUSH CHAIR & CADDYS AREA

VITRINE

VITRINE

NON FOOD : toys, accessoires, clothes for babies, children and pregnant women.

DETERGENTS & BABY CARE PRODUTS : non food products with peremption date.

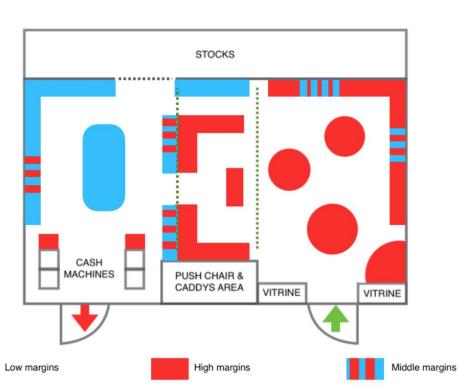FOOD : baby foods, powder milk, biscuits, compots, puree and alimentary complement.

EVEIL & BIO
The green baby store

STORE LAYOUT
Margin & space productivity

EVEIL & BIO
The green baby store

STOCKS

CASH MACHINES

PUSH CHAIR & CADDYS AREA

VITRINE

VITRINE

Low margins

High margins

Middle margins

COMMUNICATION CAMPAIGN EXAMPLES

ONLINE

Emotional YOUTUBE campaign about new parents' happiness linked to the harmony of growing up your baby in natural environment.
FACEBOOK ads and Facebook event page and PINTEREST campaign to get invitations.

Discover on our Facebook page our advices about sleep, nutrition and development for babies from 0 to 3 !

OFFLINE

Guerilla Campaing to create WOM effect.
Flyers and A3 posters in hospitals, maternity hospitals, and family doctors' cabinets and waiting rooms.
Flyers and A3 posters in gardery and schools.

The first green baby store arrives in town!

WELCOME GIFT
ON OPENING DAY

Eveil&Bio

Daily communication for new arrivals through newsletter , facebook page and website.

Flyers in hospital, doctor waiting rooms , school to reach the target

Loyalty program :
Special discount for client's childs and grandchilds birthday
Discount on teddybears : buy 2 get a discount

Community : event organized in the store on a specific topic with a specialist For example, workshop to learn how to bear a baby. (Calendar uploaded on our website)

REVENUES

ASSUMPTIONS	
% of city dweller between 25 and 60	65%
% of those city dweller likely to buy baby produc	6%
% of those city dweller going in our store	5%
Medium basquet /month /client	70
Average margin	30%

Lyon	
City dweller	500 000
City dweller between 25 and 60	325000
Target	19500
Final Clients	975
Medium basquet /year	840
Total revenu	819000

GROWTING RATE	Year 1	Year 2
CASH REVENUE		
Growing rate		2%
Revenue	819000	835380

OUR COSTS

COST	
RENT COST	
Rent	50 000
renovation work	40 000
OPERATING COST	
Store employee cost	86400
Store manager cost	36000
Community manager inter	6000
Developper for website	30000
Total operating cost	158400
COMMUNICATION COST	
Display cost in the subway/ week	5000
Flyer (print par cher.com)	180
Opening party	2 000
Total communicatio cost	7 180
MARKETING COST	
display in the store	5000
Total marketing cost	5000
TOTAL COST	260 580

ASSUMPTIONS		
	Number of employee	Salary
Store employee	6	1200
Store manager	1	3000
Community manager inter	1	500
developper for the website	1	2500

	YEAR 1	YEAR 2
Net sales	819000	835380
- cost of good sold	573300	584766
= Gross margin	245700	250614
- operating cost	260 580	220 580
= EBIT	-14 880	30 034