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EVEIL & BIO 
The green baby store





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PLAN



- : Concept, Value Gap/ Competition Gap, Goals
- : Target Group/Customer and Market, Positioning
- : Drivers
- : Products, Assortment, Compromise effect & pricing strategy
- : Competitors Study, and channels



- : Store Concept, Location, Format
- : Supply Chain
- : Store Layout, In store presentation



- : Financial Feasibility Analysis
- : KPI development



- : Communication, Loyalty
- : Experience, Branding





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VALUE PROPOSITION

.....

Nothing suits your body better than organic and natural products. When it come to babies, they are even more vulnerable/sensitive to harmful chemicals present in the general off the shelf products available for child consumption or use. When you care so much about your baby, then why don't you care about what they eat and what they wear.

Our products are certified organic and natural which will not give any harmful effect on your babies. When you shop at ours you can be rest assured for it to be completely organic and natural. Being a mother or parents takes a lot of effort to raise your child, and sometimes you don't know what is good and what is bad for your kids, come to us we will give you the information on how to take care of your child.

Gifting is always great especially when you are gifting something to your loved ones child, make sure it what they need and what is good for them. Because a gift is as good as no gift if the recipient don't need it. Come to our store you will get to know or we will tell you what should you gift to your loved ones child.

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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

WE ARE SELLING

- Cuddly toy and clothes in 100% biologic cotton - Baby dishes in bamboo
- Organic infant food which complies with the requirement of infant regulation - Wooden toys from fair trade, with non toxic paints- Natural wipes and disinfectant without toxic products
- Ecologic disposable nappy ...



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GOALS

" We want to become the reference on this segment "

" We want to create very large and present community "

" We want to work with doctors and specialists "



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VISUAL
IDENTITY

EVEIL

"Eveil" means "awaking" with a strong connotation in french to the first days of a babylife. It is usually said French that baby become aware at the world.



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OUR NAME

BIO

- "Bio" means "Organic". Because our identity is to be an organic retailers we decided to put "Bio" directly in our store Name to create a clear and strong organic identity.



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VISUAL IDENTITY

The leaves create privacy atmosphere and a kind of protection feelings. The message is "Nature protect and conserve your baby relationship".

Natural colors. Green = a reference of the green way of life and the Nature.

Lavand purple evokes a private atmosphere. Flower color evokes also Colorful Nature.

A bicolor logo +
The two faces looking at
each other
=

The relationship
between the baby and
his mother



The woman over the
baby shows a protective
relationship

OUR LOGO



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OUR MARKET



*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 !!!



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OUR IMPLENTATION

1

LYON



2

PARIS



THE TWO MOST
DEVELOPPED ORGANIC
MARKET IN FRANCE

OUR FIRST ASSET IS CONVENIENCE

Find all the products you need in one store in the city center !

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OUR TARGET

TARGET 1 : PREGNANT WOMEN

Monica: She is a working women, 27 years of age and very soon going to be mother. She works in a bank and has very less time to take care of herself. She always uses organic and natural product for herself and thinking of using the same for her kid too so that she doesn't have to care about other things like how the product and chemical present in them is going to harm her kid and herself. She is positively thinking about using the same organic and natural products for her kid as well.

TARGET 2 : NEW PARENTS

Raphaël and Camille aged 32 and 30 have recently became parents and loves their child very much. Raphaël works in a leading auto company in Paris whereas Camille works in a consultancy firm and has to travel a lot. Both of them have heard about the chemicals present in the food and other items and their harmful effect. One of Camille's friend has also recently become parents has told her about the benefits of organic products. She is seriously thinking about using organic products for her kid and herself from now on and has convince Raphaël too. She doesn't know much about where can she find these product and skeptical about number of store she has to visit to get all things for her kid.

TARGET 2 : GRANDS PARENTS

Mitt and Ann are the 68 and 67 years old grandparents to two kids of 4 years and 1 years old. The youngest kid is going to have her first birthday in 3 days and Mitt and Ann are trying to gift them something which is useful for the kid but they don't know what they can give. They can come to our store and know about what kids parent want from our database of wish list which every parent share with us.

Not only person like Mitt and Ann, other relatives can also come to our store to know about the wish list of going to be parent or a parent.





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Categories

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 consumable



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



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Assortment

Complementary assortment- not a lot of brands (around 35 that you can see below), but a lot of different products

Baby food consumable



Accessories



Baby personal care & hygiene



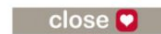
Baby hardware



Baby apparel



DEUZ



Cuddly toys



Books



Gift packs





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COMPETITORS STUDY AND CHANNELS !

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



- AUTOUR DU BEBE : Chain store specialized in baby. sells some green products. Store located out of town.
 - BEBE FROG : bio and baby specialized 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....)



INDIRECT COMPETITORS



Large scale retailers (green departments 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 pavés

Natalys



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Store concept

A COMFORTABLE PLACE DEDICATED
TO PARENTS AND BABIES

Eveil&Bio store is a comfortable and attractive place that give the wish to go shopping, because it is practical and nice designed. The space is organised to quickly see the product that parents want, in an open place. The atmosphere do be also attractive.

A place dedicated to mothers and babies. Our stores propose some additional services like a area dedicated to push chair rangement.

Eveil&Bio also propose its own concept of basket caddy to make shopping practicable with young babies. Everything is organised to make shopping easier, faster and more comfortable for parents.

*" Inside the city center,
for a local experience out
of the shopping malls "*

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

AN INFORMATIVE PLACE, ROOTED
IN LOCAL PRODUCER NETWORK

A local and informative place where local organic producers can promote their way of doing. We also work with doctors and organize some meeting with them.



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Store concept

AN ARCHITECTURE & MAINTENANCE IN
ACCORDANCE WITH THE ORGANIC ETHICS

EVEIL&BIO requirements

A strict selection of the used building and decorative materials. Furnitures and decorative elements of the store should be made with ecological materials and in ecological way.

Eveil&Bio, the way of doing

- Technological innovations: ECOLABEL paintings, ecological wood, etc.
- Energy control
- Store maintenance with ecological and organic products
- Waste management: Recycling, partnership with other companies or public institutions that have their own

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

*"A quiet atmosphere
inside the city"*

DECORATION: A MODERN
EXPRESSION OF NATURE

The colors are natural ones:
CREAM, BROWN, GREEN,
LAVAND PURPLE.

Some graphic elements from
Nature are painted on walls
and composed the decor:
TREE, FLOWERS, LEEVES



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Store concept, location & format

LOCATION

City centers,
HISTORICAL CENTERS &
ECO-DISTRICTS
OF FRENCH METROPOLISES

First, we decided to target cities more than malls because malls don't fit with our natural and proximity image. Eveil&Bio is supposed to be a GREEN brand, closed to mothers and babies. And malls are based on consumerism values.

FORMAT

Large and comfortable store
between 250 and 500 m²

Due to the location of Eveil&Bio stores, in cities center, there cannot be a fix standard model of store. Especially the size can change and the shape also.

But, as other stores with similar size, like La Vie Clair, Eveil&Bio stores evolve between 250 and 500m².

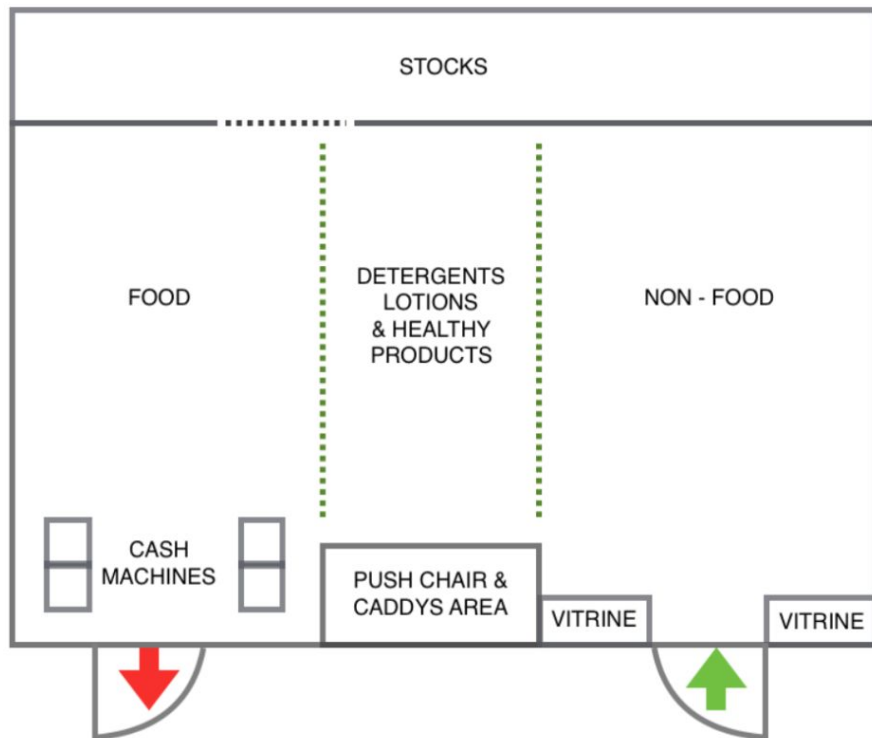


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Store layout : the store organisation



3 MAIN AREAS !



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



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



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

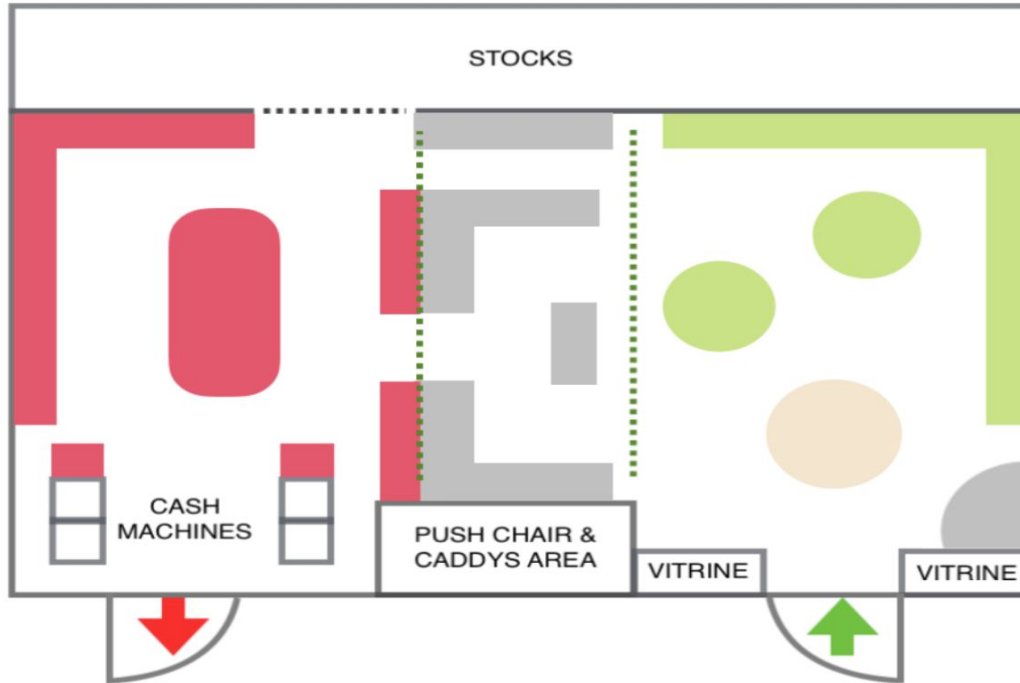


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Store layout : the store organisation



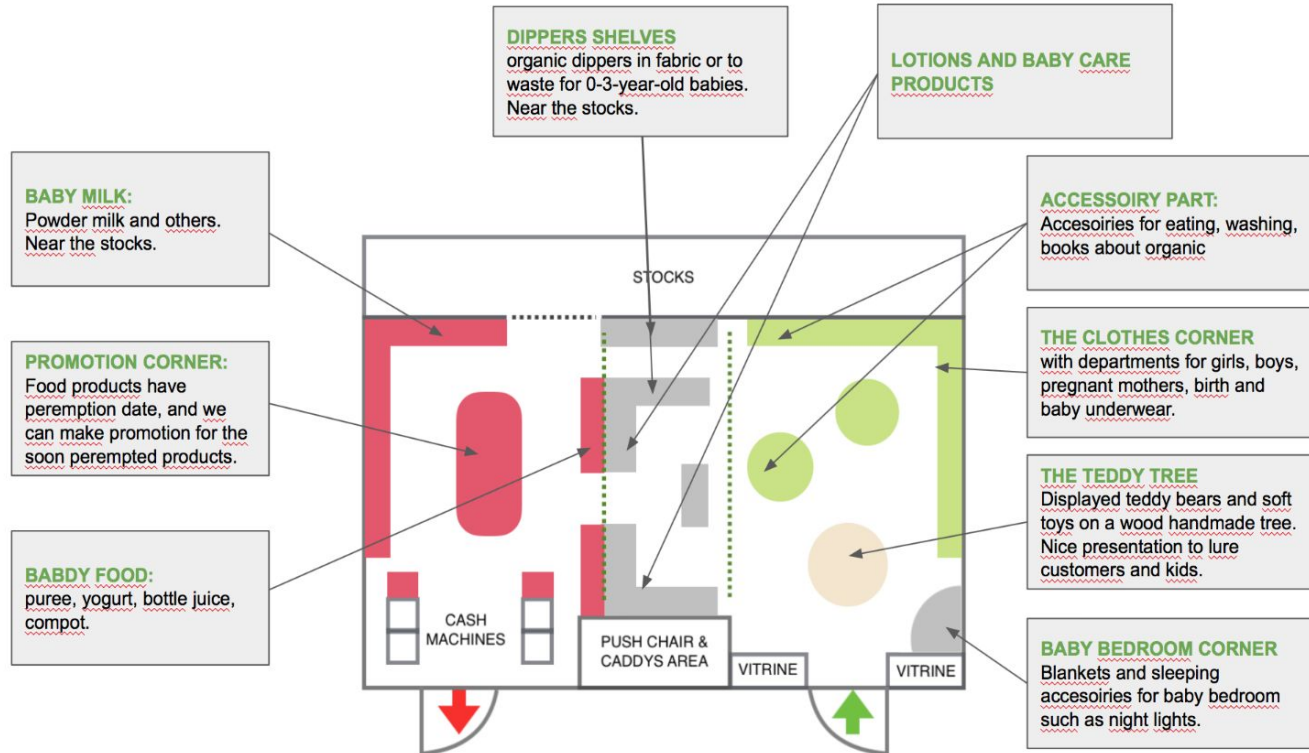


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Store layout





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Store overview : The Store
Overview At the Entrance





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STORE OVERVIEW
Zoom on the store corner



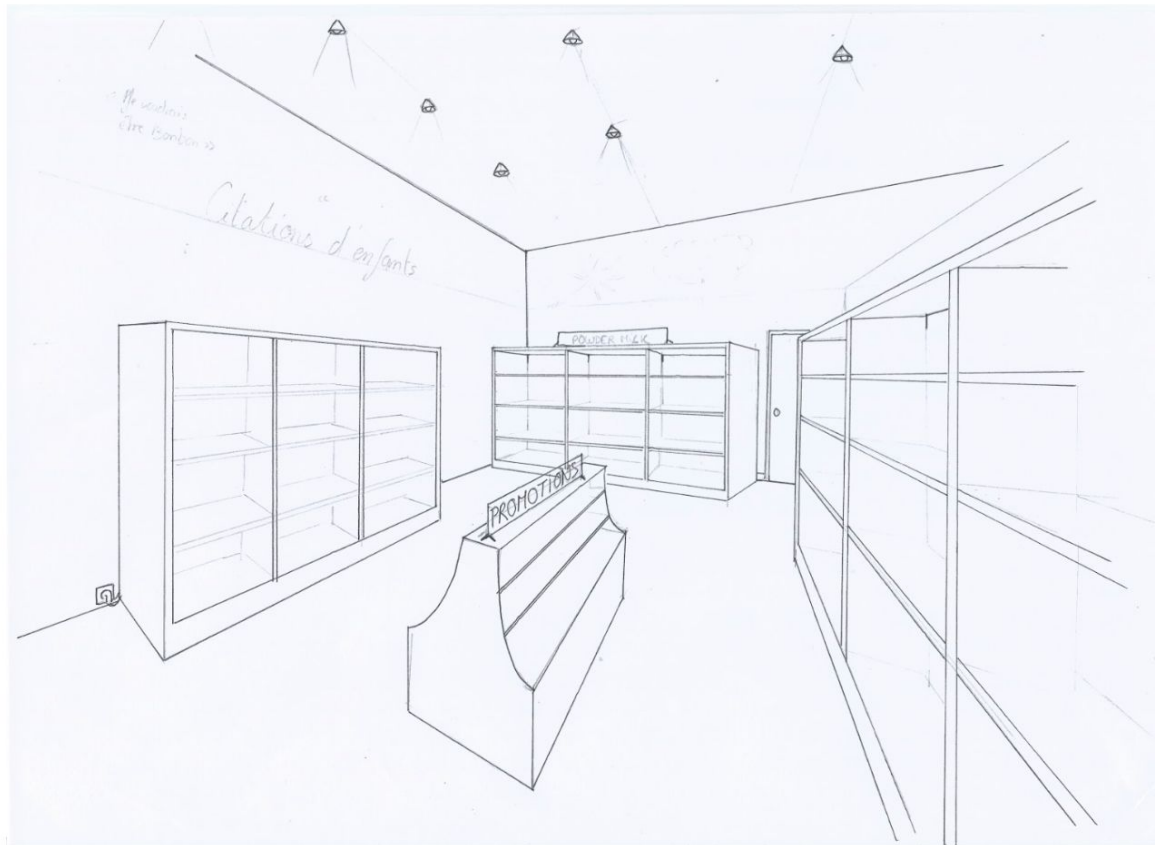


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STORE OVERVIEW
FOOD AREA ZOOM





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OUR STORE



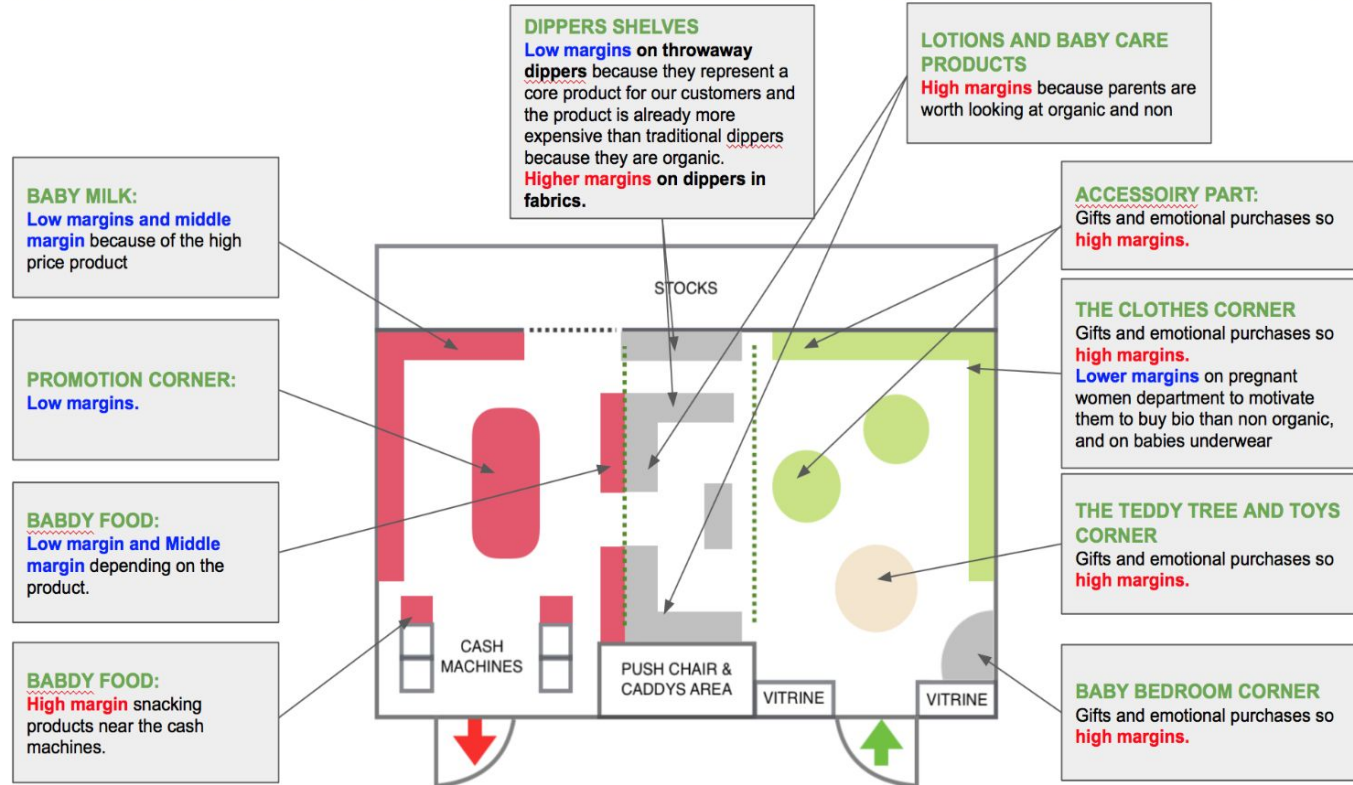


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STORE LAYOUT Margin



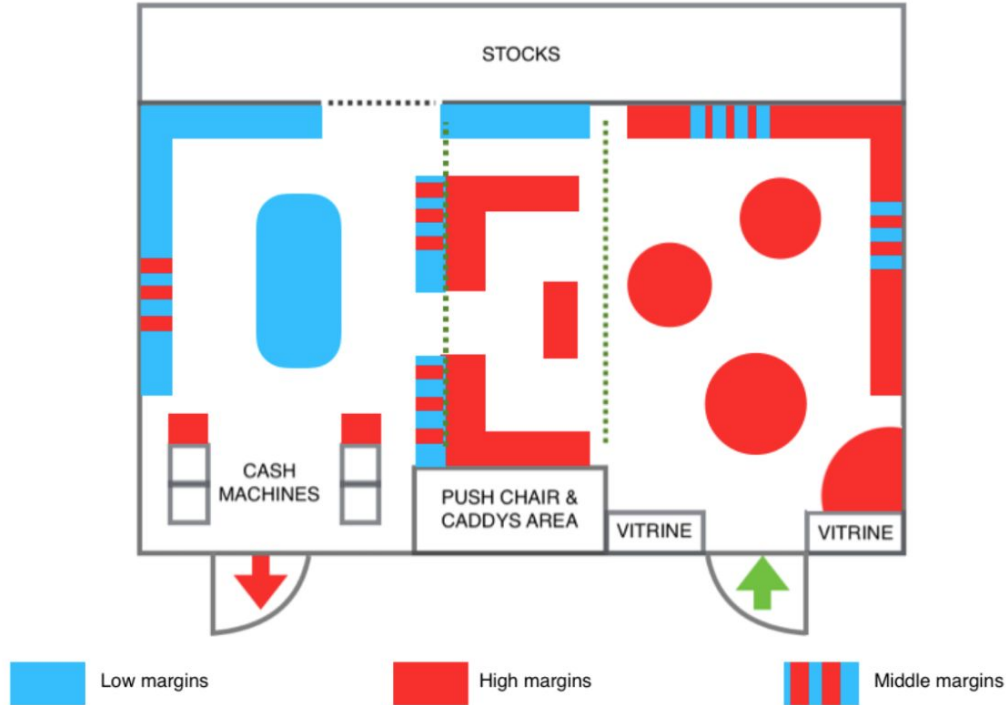


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STORE LAYOUT
Margin & space productivity





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SUPPLY CHAIN
OF THE STORE

SUPPLIERS

We will deal with only certified supplier's willing to make short term contract for supply (max 2 years)
Supplier's would be responsible for delivering the product to our warehouses/store.
In case of fresh/perishable product direct store delivery term (No hard rule, if FOB option is cheaper we can explore that as well)

LOGISTICS

In most of cases ideally logistics till the warehouse will be handled by supplier, otherwise we will outsource the logistic function
Last mile delivery to the store will be done and managed by outsourced vendor.

WAREHOUSING

For our two stores we don't need bigger warehouse and single warehouse in the outskirts of Lyon will serve both the store.



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FINANCIAL
FEASABILITY

REVENUES

ASSUMPTIONS	
% of city dweller between 25 and 60	65%
% of those city dweller likely to buy baby product	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

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



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FINANCIAL FEASIBILITY

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
Developer 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
developer 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



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**QUALITATIVE
KPI**

Qualitative KPI	Quantitative KPI
<i>Customer Satisfaction</i>	EBIT- Operating Profit Margin
Store Ambience & presentation	GMROI
<i>Customer Complaints Handling</i>	Customer Retention
	Inventory shrinkage/Loss because of reiection
	Sales/sq. foot area
	Sales Per Employee
	Variable cost (to be matched to industrv bench mark)

Customer Satisfaction: Customer satisfaction will be our main motto, and one of the most important KPI in store manager performance evaluation.

Store Ambience & Presentation: Nobody like to go to unpleasant store, hence we decided to keep this parameter as a KPI for our store and it will be measured against the our own set of guiding parameters.

Customer Complaints Handling: However we put effort complaints are inevitable, it will be our continued endeavor to reduce the complaint handling, and we have kept this KPI, to reduce the number of unsatisfied customer and guiding ideas for our stores in the area of improvement.



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QUANTITATIVE KPI

We are not in a philanthropic business and numbers do matter for us. To keep our self growing and sustainably profitable we have decided to measure following KPI for each store.

EBIT- Once we breakeven and start making profit, our target EBIT would be $>20\%$

GMROI- In any retail business ROI doesn't gives the clear picture of return, we intend to have it between 1.5 to 2.0

Customer Retention : For any retail business customer retention is as important as customer acquisition, and customers are always have a tendency to switch, we plan to have 30% customer retention in initial years which will go up to 50% in an increasing step of 5%

Inventory Shrinkage: Inventory shrinkage is like plague to retail business, and to keep our business profitable we intend to have it below 2% level

Sales per Square Foot: It will be kept as per industry standard.

Sales per Employee: As per the desired sales target given to each store sales per employee will be decided at the beginning of the year.

Variable Cost: Fixed cost is what we barely do anything more about, so we have kept variable cost as a KPI, and it's level will be decided annually to meet the profitability and EBIT target.



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COMMUNICATION LOYALTY

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)





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BEFORE STORE OPENING

Mass advertising one month before opening of the stores in two cities, metros, bus stops, banners and hoardings.

Newspaper and electronic media advertisement to make customer aware of the opening of the store and it's address .

Advertisement and articles in Childcare/Parenting magazines.

Road painting in the direction of upcoming store.
Coming-soon Ad on doors and window of upcoming store.

STORE OPENING CEREMONY

After creating a buzz in the city about the upcoming store, opening party for the store will be equally exciting.

We will invite guest doctors, media person, blogger, child care specialist, Crèche service provider.

We will distribute childcare magazine specially prepared for the opening ceremony.

Free sample of food items.

One plus one offer on opening day purchase for non-food items.



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COMMUNICATION CAMPAIGN EXAMPLES

To reach new mothers or future mothers and create WOM (Word Of Mouth) communication we decided to launch a instagram campaign about our given presents to new mothers and their babies

To congratulate new mothers and make them discover organic products for their babies, Eveil&Bio offer them a new birth baby box with informative flyers, tester lotion products, and organic baby underwears and dippers.

If the mother accept to take a picture of them with their just-given present in front of our logo in the store and share it on istagram they receive -10% on the clothes assortment for their next coming.

This Instagram picture campaign is about the joy to be mother and illustrates the given presents. Mother can learn our offer through WOM effect. "Come with your new-birth baby in our store and recieve a congratulating present"





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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 Campaigning 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.



THANK YOU FOR YOUR
ATTENTION



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