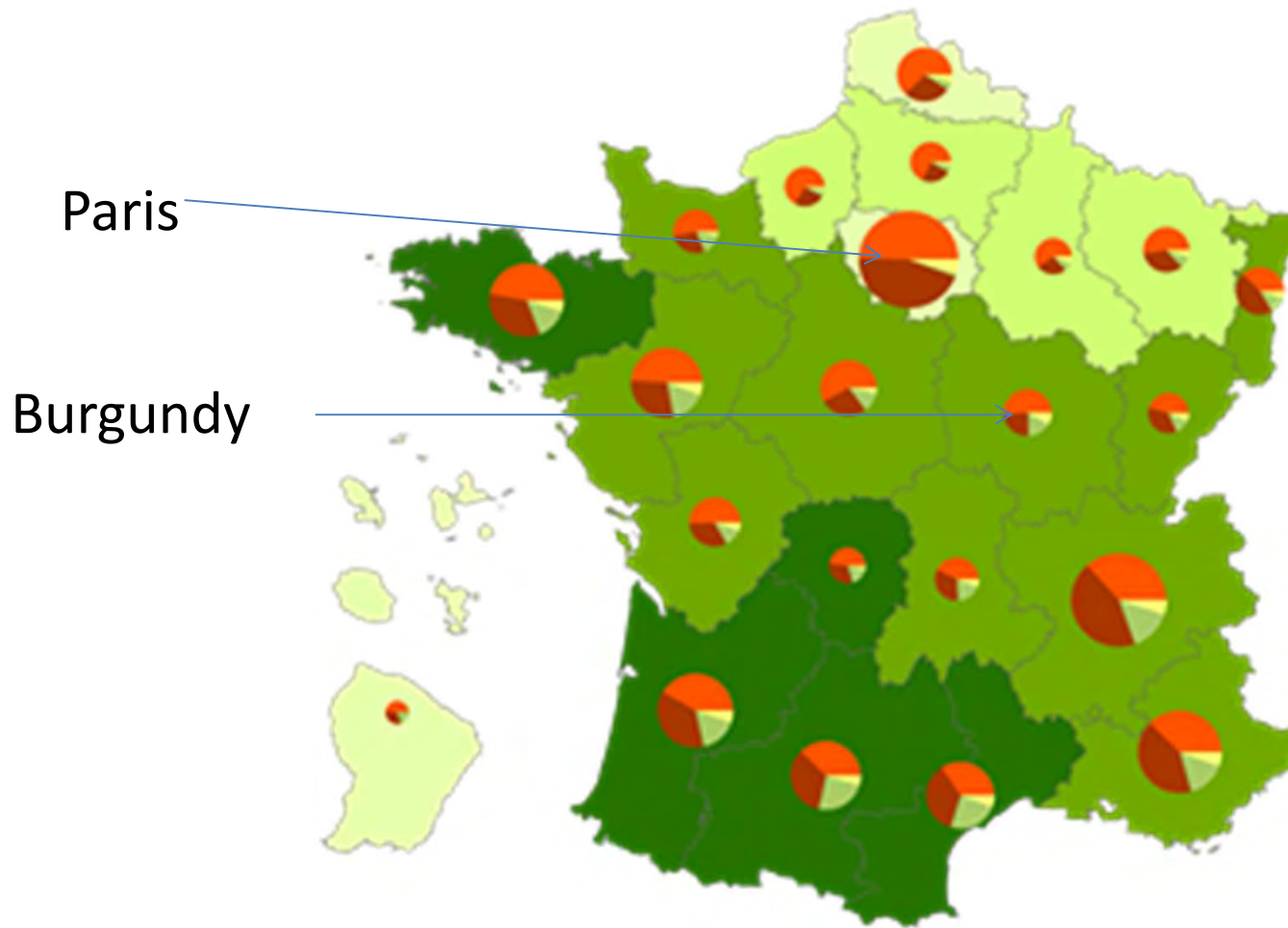


# Organic fast-food



# Organic market in France



- + 14.7 % of growth in 2015.
- More than 5 billions euros
- Organic exports: 435 millions € in 2015.

# The market: the consumption.

**89% French eat the organic food.**

- For the quality
- For the taste
- For the environment
- For the health
- For fast

# The market for the organic fast food.

Many concurrency for the organic food

3 market leaders for organic food in France:

- Cojean



- Exki



- Bert's



# The legal status for our business

- It would be a SARL
- Right now it will be using a « Couveuse d'entreprise »



# The aims and objectives of our business.

- Profit



- Ethics



# Our target customer

- True Believers
- Enlightened Environmentalists
- Strapped Seekers

# Our target consumer.

- Urban consumer
- 18/57 years
- Eat quickly
- Eat healthy





# The location of our business.

Chalon-Sur-Saône



# The marketing mix and strategies for our business

## Product

- Service of organic food
- High-quality
- Environmental and healthy consideration
- Zen space

# The marketing mix and strategies for our business

## Price

- Drop of the medium income for « Food out home »: 8.82 € (2015)
- The French customers are ready to pay more to get healthy food



# The marketing mix and strategies for our business

## Promotion

- Flyers
- Social networks:
  - Facebook
  - Instagram
  - Twitter
  - Snapchat
- Website

# The marketing mix and strategies for our business

## Place

- Burgundy
- Chalon sur Saône
- Using help of the « couveuse d'entreprise »
- Later using our own place

# Resource and Quality Issues

We need

- Human resources
- Material resources
- Material for the restaurant

# Quality assurance and control

- Respect of a French norm



- Respect of a specification
- Checking by INAO

**How will you ensure that there is efficient management of resources and the business?**

**“couveuse d’entreprise” allows:**

- Beginning a real business
- Being independent but helped
- Ensuring the existence of a customer
- Apprehending gradually the entrepreneurship
- Having more credibility with future business partners



# Legal, economic, technical and environmental constraints

« **couveuse d'entreprise** » constraint:

6 months renewed twice maximum



# Financial Resources

- **« ACCRE » for young entrepreneurs**
- **Individual support « Créa Jeunes »**
- **Individual support « Cap'Jeunes »...**

