



DIGI-GRENT Project

Digital & Responsible Business Model – Template

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Authors

No.	Name and Surname
1	Víctor Manuel Vázquez Ruiz
2	Maria Dolores Salazar Val
3	Maria Jose Lladró
4	Celia González Antón
5	Joan Damià Climent
6	Elisabet Mora Pérez



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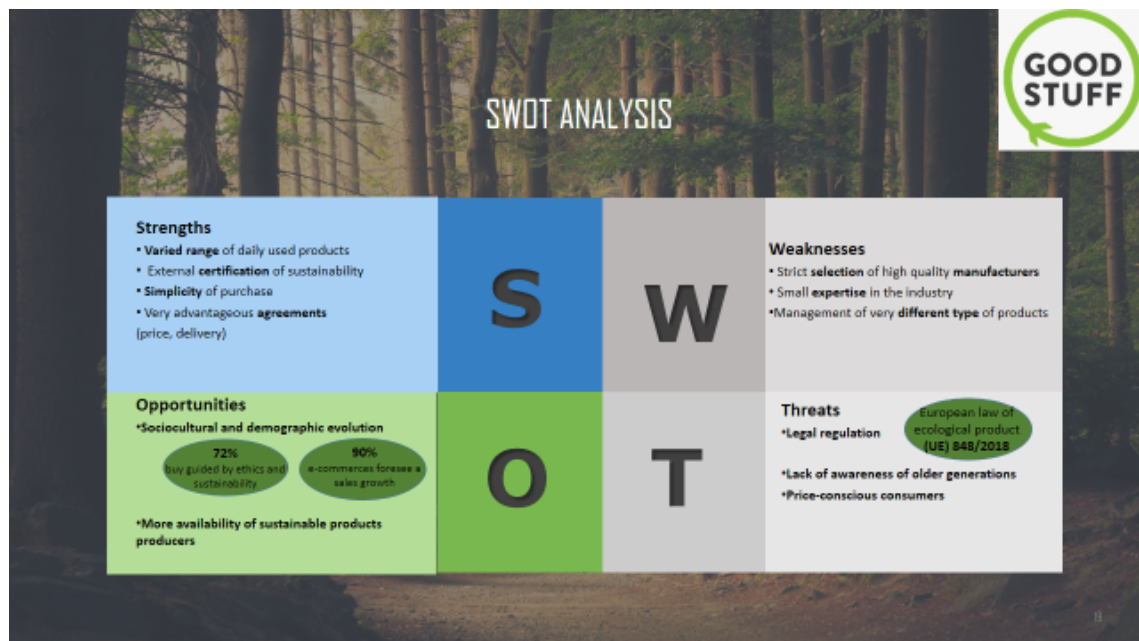
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1 The Problem and the Opportunity



2 The Context

Few platforms on the market offer a variety of organic products



COMPETITORS

	Ecoplaza	Alimentos Saludables	Biocenter
	www.ecoplaza.es	alimentos.saludables.com	www.biocenter.es
WEAKNESSES	<ul style="list-style-type: none"> - Management of a big number of products and brands - High level of prices - Distributor - External certification of quality 	<ul style="list-style-type: none"> - Only food - Reduced number of brands - High level of prices - Distributor 	<ul style="list-style-type: none"> - Only cosmetic and cleaning - High level of prices - External certification of quality
STRENGTHS	<ul style="list-style-type: none"> - Multiproduct a multi-Brand - 30 years of expertise 	<ul style="list-style-type: none"> - Focus on nourishment - External certification of quality 	<ul style="list-style-type: none"> - Manufacturer and distributor

3 The Solution

3.1 Technology and Operational Issues

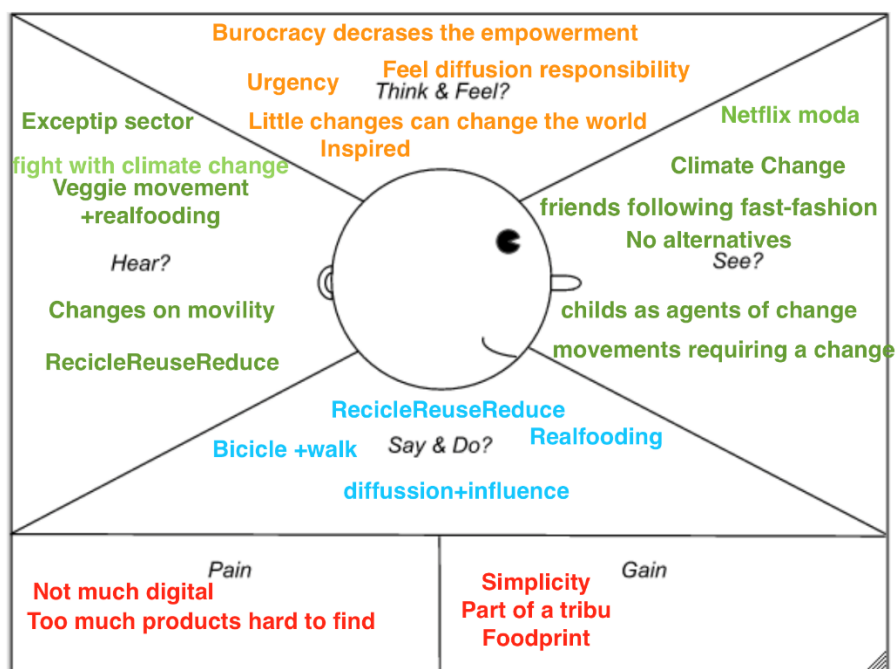
- Digital platform
- Facebook
- Instagram
- Youtube
- # climate change, # sustainable development, # eco, # sustainable movility

3.2 Competitive Advantage

- Certification
- Community

3.3 Description of the Target Market





3.4 Product/service snapshot

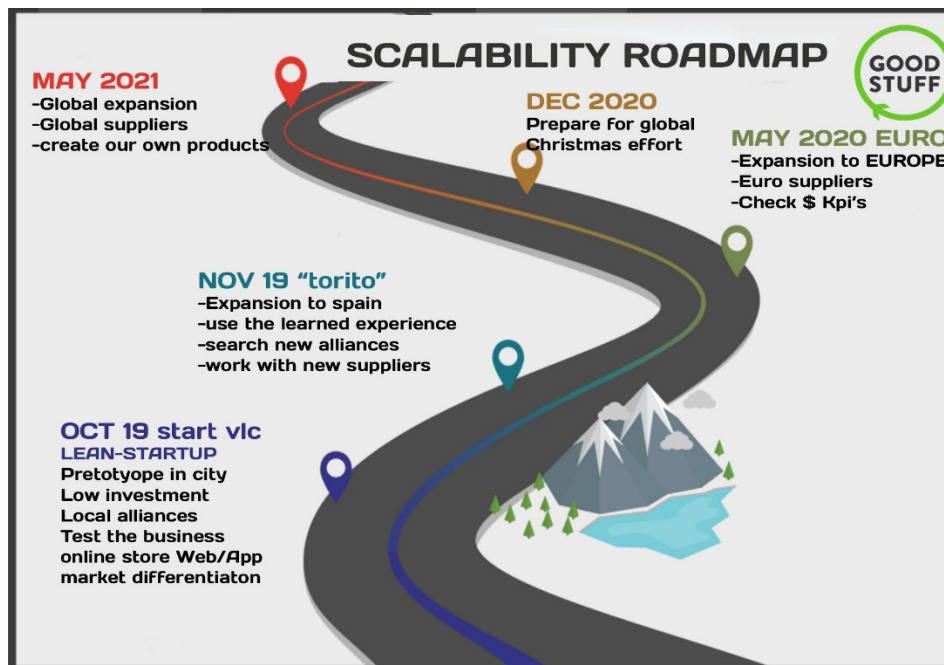
The minimum product/ service is the website

4 The Strategy (Scaling Strategy)

- Business Model: Lean canvas
- Key metrics:
 - Sales
 - Scope
 - Customer acquisition costs



5 Entry and Growth Strategy



6 The Marketing Plan

In order to propose a realistic marketing plan adapted to the real Spanish context in which the start up is going to operate we have done previously an analysis of the situation. This general analysis of the starting point is based in two sub-analysis:

1. A competitors analysis
2. A market research

COMPETITORS ANALYSIS

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MARKET RESEARCH

- **40% of the products consumed by buyers of the specialized channel are ECO**
 - Most would like to increase that proportion but the main barrier is the PRICE
- **60% of buyers of the specialized channel have increase the number or expense of ECO product in the last year**
- **The main reasons to buy in a specialized channel are:**
 - Having access to certain products
 - The quality of the products
 - The confidence given by the buyer
 - The proximity to the home / work



Spanish Ministry of Agriculture, Food and the Environment



MARKETING MIX

PRODUCT POLICY

- **Strict selection of sustainable high quality suppliers**
 - Quality & sustainability guarantee by external certification



- **Multi-brand: only premium brands**
- **Wide range of product**
 - Breakfast
 - Lunch / dinner / snack time
 - Shower time
 - Washing / cleaning



PRICE POLICY

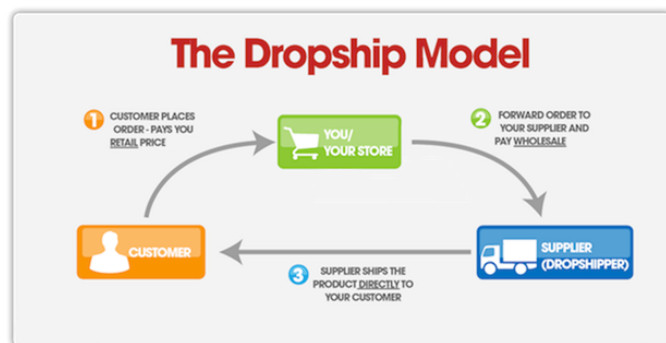
- **Good value for money**
 - Offer a high quality product at a medium price
 - Eco and sustainability as added value
 -
- **Market-oriented price**
 - Ecology and sustainability as added value for committed customers
- **Skimming launching strategy**
 - Progressive profit margin reduction as market size increases

PLACE POLICY

- **E-commerce:** App, Website
- **Exclusive online sale**

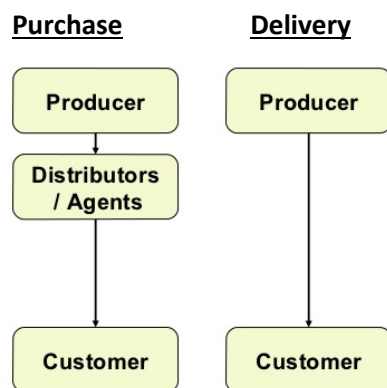
- **Distribution channel: DROPSHIPPING**

- Direct shipping from the manufacturer to the consumer
- Reduction of fuel consumption
- Reduction of pollution generated by merchandise transport



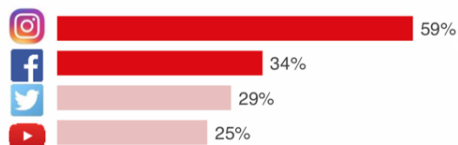
- **Short distribution channel**

- We are intermediary in the purchasing process
- No intermediaries in the delivery process



PROMOTION POLICY

- **Social network advertising**



- **Hastag:** # climate change, # sustainable development, # eco, # sustainable movility



ECO- CERTIFICATION



7 The Economics of the Business

7.1 Financial Need

3 years financial planning:

- Own resources (capital): 15.000 euros
- Loan or credit: 35.000 euros

Initial investment:

- Professional services: consulting, online store creation, web positioning.
- Insurance
- Banking services
- Taxes
- Market differentiation research

8 Conclusions

This project contributes to sustainable development through the creation of a platform that encourages and brings together people who wish to change their consumption habits towards more ecological and environmentally friendly products.

It is an easily replicable model for any type of product, which also contributes to generating a grater social impact.

Appendix – Business Canvas



PROBLEM	SOLUTION	UNIQUE VALUE PROPOSITION	SPECIAL ADVANTAGE	CUSTOMER SEGMENTS
<ul style="list-style-type: none">- Multiple platforms- No reliability of eco-products-Lonely struggle/ claiming-Complicated achievement of eco lifestyle	Organic products supplier stimulatesdaily carbon footprint decrease	<ul style="list-style-type: none">- Unification	<ul style="list-style-type: none">- Certification - Community	<ul style="list-style-type: none">-28-40 years old - Men/women - Conscious- Proactive - Simple - Medium high purchasing level
	KEY METRICS		CHANNELS	
	<ul style="list-style-type: none">- Sales - Scope - Customer acquisition costs		<ul style="list-style-type: none">- Facebook - Instagram - Youtube -#eco #change	
COST STRUCTURE		REVENUE STREAMS		
<ul style="list-style-type: none">- Product cost - Sales cost - Staff - Marketing - Website - App - Spotify - Co work space		<ul style="list-style-type: none">- Purchases - Subscribers		