EUROPEAN PROJECT KA229

E-COMMERCE FOR START-UPS

SECOND MEETING “KAVALA” MARCH 2019

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TEACHERS INVOLVED

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1st Course






2nd Course


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Digital Pre-press Technician

2nd Course





1st Course





JUSTIFICATION FOR THE RESEARCH

- To Investigate about the viability of our business idea
- Thinking before acting, planning
- Reducing uncertainties, risks
- To obtain relevant information for making decisions
- Knowing the market
- To adjsut the business idea into the reality

JUSTIFICATION FOR THE RESEARCH

Factors to consider:

- The promotion of entrepreneurship culture
- The support in new technologies
- The development of a regional product
- The European market vision, sharing experiences

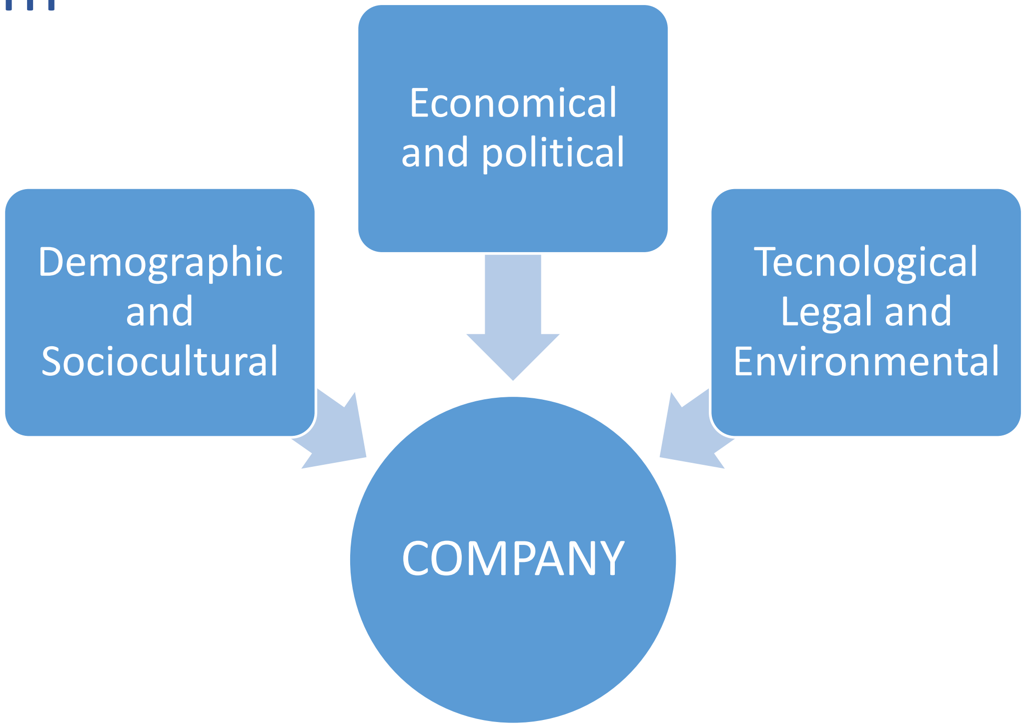
Product selection:

- The agro-food industry is strong in our region
- The proximity of the raw material
- We export fruit and vegetables
- Simplicity of the productive process
- Popular product
- Association of the product towards the city (popularity)
- Interest towards ecological and Premium products
- Product that allows to customize the different tastes of the region

Environmental analysis: MACRO-ENVIRONMENT

Set of external facts and factors that affect in a general or global way to all companies and determine their activity.

The company is not able to control them



Ranking World Economies

Evolución de las mayores economías del mundo

Clasificación mundial. PIB, en miles de millones de dólares

2017			2018			2019			2020			2023		
1	EE UU	19.485,4	1	EE UU	20.513,0	1	EE UU	21.482,4	1	EE UU	22.289,3	1	EE UU	24.670,5
2	China	12.014,6	2	China	13.457,3	2	China	14.172,2	2	China	15.462,0	2	China	19.580,6
3	Japón	4.873,2	3	Japón	5.070,6	3	Japón	5.220,6	3	Japón	5.371,7	3	Japón	5.907,6
4	Alemania	3.700,6	4	Alemania	4.029,1	4	Alemania	4.117,1	4	Alemania	4.331,7	4	Alemania	4.937,2
5	Reino Unido	2.628,4	5	Reino Unido	2.808,9	5	India	2.957,7	5	India	3.258,9	5	India	4.329,9
6	India	2.602,3	6	Francia	2.794,7	6	Francia	2.844,7	6	Francia	2.979,4	6	Francia	3.363,5
7	Francia	2.587,7	7	India	2.690,0	7	Reino Unido	2.809,9	7	Reino Unido	2.912,9	7	Reino Unido	3.257,1
8	Brasil	2.055,1	8	Italia	2.086,9	8	Italia	2.112,8	8	Italia	2.191,7	8	Italia	2.395,6
9	Italia	1.938,7	9	Brasil	1.909,4	9	Brasil	1.929,7	9	Brasil	2.027,6	9	Brasil	2.351,3
10	Canadá	1.653,0	10	Canadá	1.733,7	10	Canadá	1.820,4	10	Canadá	1.937,0	10	Canadá	2.321,9
11	Rusia	1.577,5	11	Corea del Sur	1.655,6	11	Corea del Sur	1.699,7	11	Corea del Sur	1.781,8	11	Corea del Sur	2.054,6
12	Corea del Sur	1.540,5	12	Rusia	1.576,5	12	Rusia	1.649,2	12	Rusia	1.683,8	12	Rusia	1.818,4
13	Australia	1.379,5	13	ESPAÑA	1.437,0	13	ESPAÑA	1.474,1	13	ESPAÑA	1.550,6	13	Australia	1.794,4
14	ESPAÑA	1.314,0	14	Australia	1.427,8	14	Australia	1.464,4	14	Australia	1.541,4	14	ESPAÑA	1.758,4
15	México	1.151,0	15	México	1.199,3	15	México	1.242,4	15	México	1.306,8	15	México	1.527,0
16	Indonesia	1.015,4	16	Indonesia	1.005,3	16	Indonesia	1.066,8	16	Indonesia	1.175,1	16	Indonesia	1.446,4
17	Turquía	851,5	17	Países Bajos	909,9	17	Países Bajos	933,2	17	Países Bajos	980,6	17	Países Bajos	1.106,8
18	Países Bajos	832,2	18	Arabia Saudí	769,9	18	Arabia Saudí	795,6	18	Arabia Saudí	815,3	18	Turquía	958,3
19	Arabia Saudí	686,7	19	Turquía	713,5	19	Suiza	731,1	19	Suiza	766,6	19	Arabia Saudí	889,5
20	Suiza	679,0	20	Suiza	709,1	20	Turquía	631,2	20	Turquía	744,1	20	Suiza	873,6

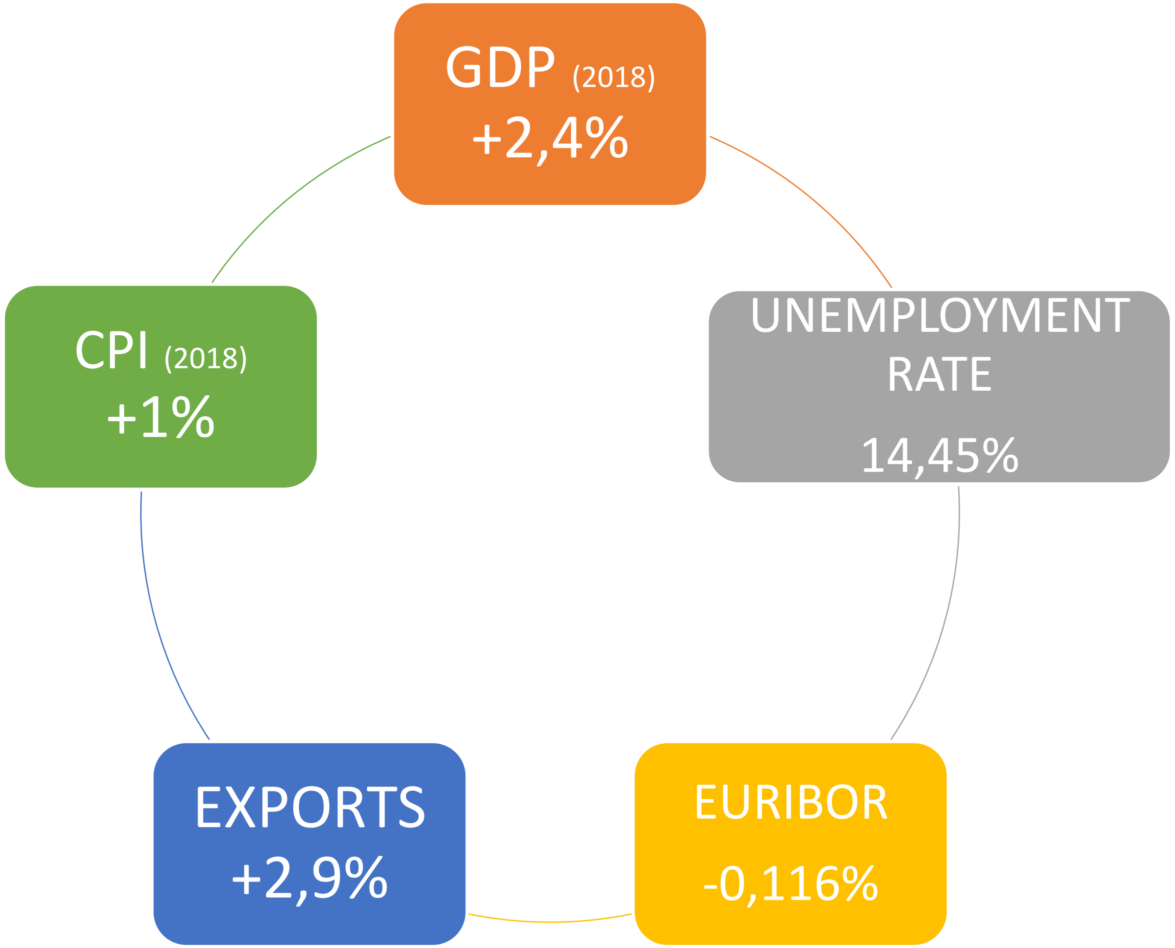
Fuente: FMI

BELÉN TRINCADO / CINCO DÍAS

Source: FMI

ECONOMIC FACTORS

SPAIN IN FIGURES



Source: NIS

ECONOMIC FACTORS

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Source: Economical analysis in Andalucía

ANDALUCÍA

GDP (2018) +2,2%

UNEMPLOYMENT RATE 21,26%

EURIBOR -0,116%

EXPORTS +3,52%

CPI (2018) +0,8%

GRANADA

GDP (2018) +2,2%

UNEMPLOYMENT RATE 22,40%

EURIBOR -0,116%

EXPORTS -3,21%

CPI (2018) +1%

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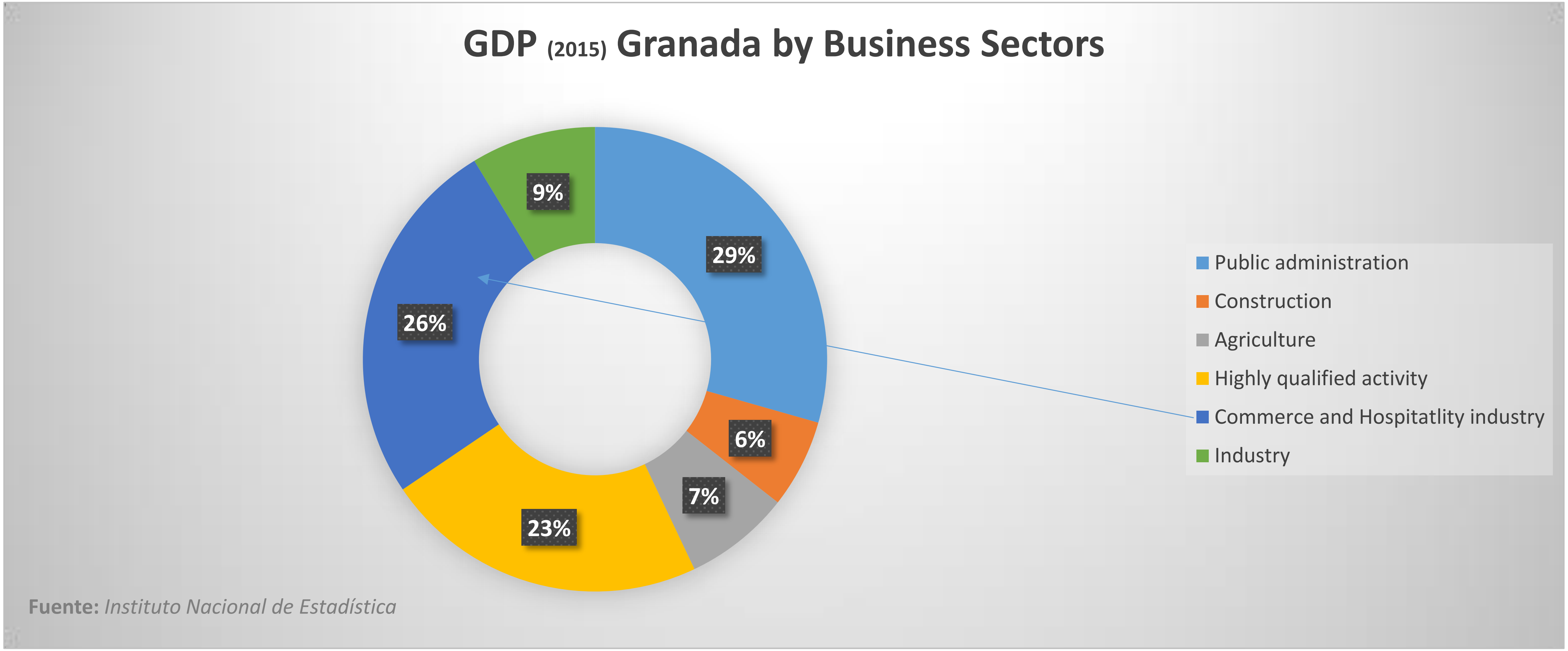

2019 ECONOMIC OUTLOOK

- Even when it is in an economical expansionary phase there are signs of slowdown
- 2019 budgets with a social expansionary expenditure policy
- Increased taxes
- Revision towards the 2,2% fall GDP growth
- The number of people associated to the Social Security Service increases at a lower rithmn than last year
- The inflation is slowing down
- The global economy shows signals of slowdown
- The external surplus (Exports – Imports) tends to fall

ECONOMIC FACTORS

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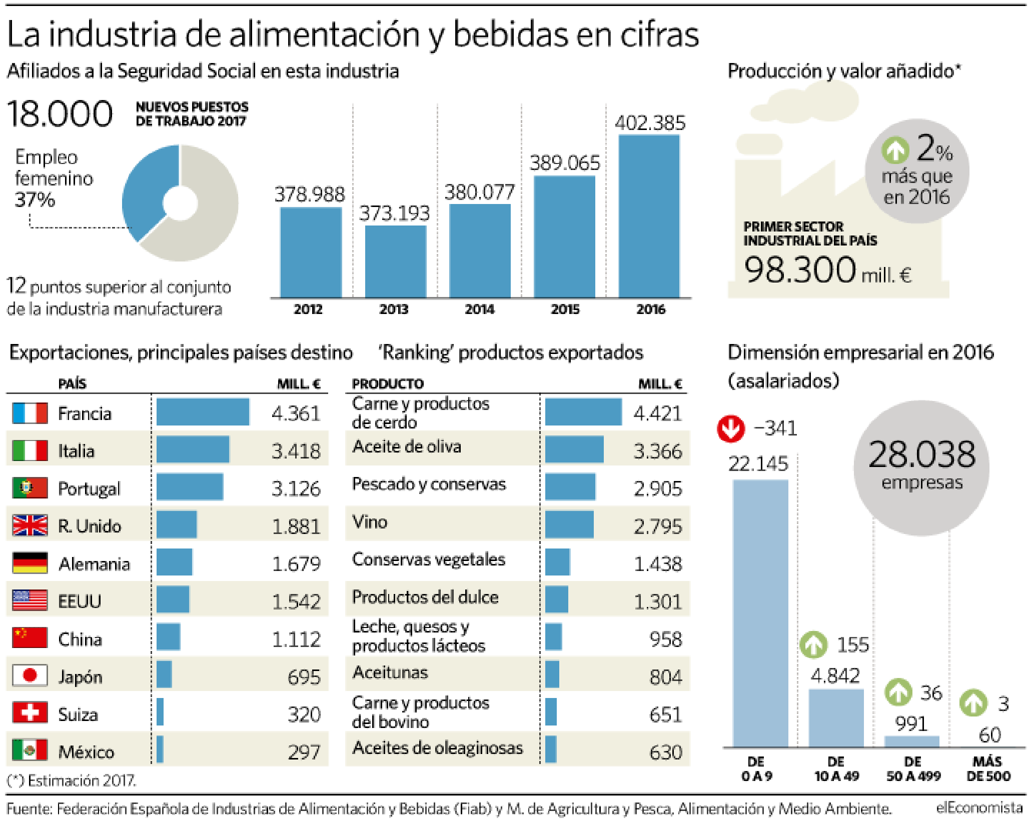
- The Spanish food industry breaks in employment and invoicing

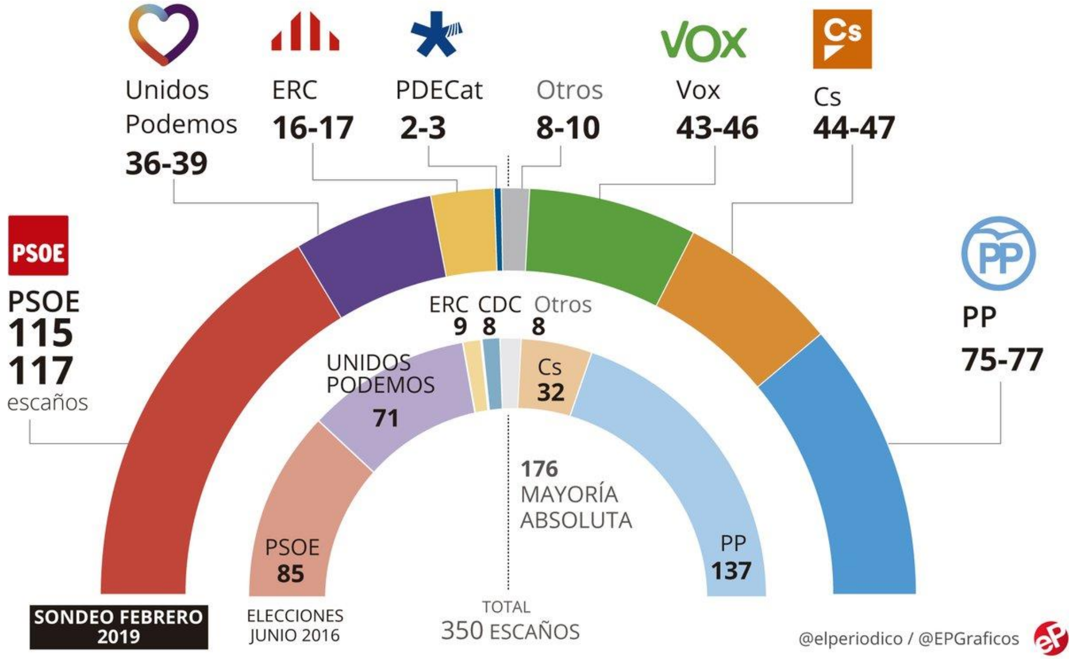


SPAIN - POLITICS

- Politically, it is a **parliamentary mornarchy**, being a **social and democratic state** where sovereignty lays on the people. Geographically it is organized in **seventeen autonomous communities and fifty two provinces.**

2019 POLITICAL OUTLOOK

- The uncertainty will dominate the political outlook in 2019
- Election year: General, Regional, Municipal and European elections
- There is a political fragmentation where the radical right breaks
- Neither the double left nor the triple right is guaranteed the absolute majority
- We will be with a Government paralysis so great challenges related to the country won’t be able to be faced



DEMOGRAPHIC FACTORS

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Casi 100.000 habitantes más

La población residente en España a 1 de enero de 2017 se ha situado, según las Cifras de Población, en 46,5 millones de habitantes. Durante 2016 creció en 87.925 personas y el incremento se debe en su mayor parte a un saldo migratorio con el exterior positivo.

Cifras de población 1 de enero de 2017

España	**46.528.024**
Andalucía	**8.408.975**
Almería	700.046
Cádiz	1.248.970
Córdoba	789.992
Granada	917.057
Huelva	521.117
Jaén	641.826
Málaga	1.646.777
Sevilla	1.943.190

España y la UE de los 28

	Superficie 2015 (km^2)	Población 1.1.2017 (miles)	Densidad 2015 (habitantes por km^2)
UE-28	:	**511.522,7**	**117,1 (e)**
Alemania	357.376	82.521,7	228,6
Austria	83.879	8.772,9	104,8
Bélgica	30.528	11.351,7	371,8
Bulgaria	110.370	7.101,9	66,2
Chipre	9.251	854,8	92,0
Croacia	:	4.154,2	74,4
Dinamarca	42.924	5.748,8	132,4
Eslovaquia	49.035	5.435,3	110,6
Eslovenia	20.273	2.065,9	102,4
España	505.944	46.528,0	92,5
Estonia	45.227	1.315,6	30,3
Finlandia	338.440	5.503,3	18,0
Francia	633.187	66.989,1	105,3
Grecia	132.049	10.768,2	81,9
Hungría	93.011	9.797,6	105,8
Irlanda	69.797	4.784,4	67,9
Italia	302.073	60.589,4	201,0
Letonia	64.573	1.950,1	31,8
Lituania	65.286	2.847,9	46,4
Luxemburgo	2.586	590,7	220,3
Malta	315	460,3	1.369,5
Países Bajos	41.542	17.081,5	502,9
Polonia	312.679	37.973,0	124,1
Portugal	92.226	10.309,6	112,3
Reino Unido	248.536	65.808,6	268,6
República Checa	78.868	10.578,8	136,6
Rumanía	238.391	19.644,4	86,1
Suecia	438.574	9.995,2	24,1

: Dato no disponible
(e) Estimación

Fuente: Eurostat

DEMOGRAPHIC FACTORS – POPULATION PYRAMID

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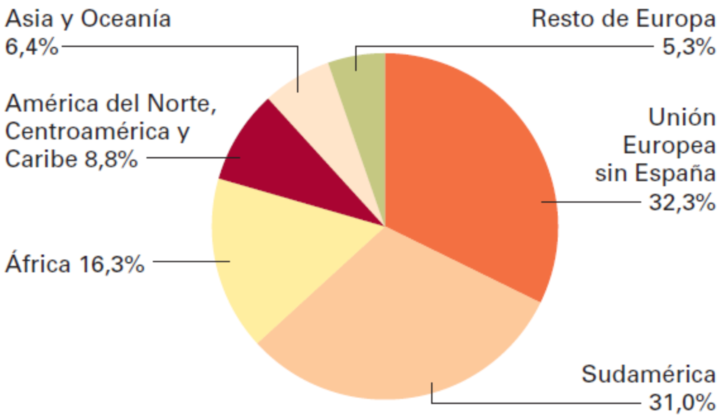
Seis millones de nacidos en el extranjero

La población extranjera residente en España (nacionalidad no española), se ha situado en 4.419.621 y representa el 9,5% de la población. Atendiendo al lugar de nacimiento, son algo más de seis millones los residentes nacidos en el extranjero.

Residentes nacidos en el extranjero por grandes regiones

A 1 de enero de 2017



Pirámide de población de España. A 1 de enero 2017

DEMOGRAPHIC FACTORS

- Low birth rate
- Increasing life expectancy
- Negative natural increase
- It's not one of the richest economies in EU
- Depopulation of rural areas
- Pyramid of regressive population that endangers the welfare state

Número medio de hijos por mujer 2015

Francia	1,96
Irlanda	1,92
Suecia	1,85
Reino Unido	1,80
Dinamarca	1,71
Bélgica	1,70
Letonia	1,70
Lituania	1,70
Países Bajos	1,66
Finlandia	1,65
Unión Europea	1,58
Estonia	1,58
Rumanía	1,58
República Checa	1,57
Eslovenia	1,57
Bulgaria	1,53
Alemania	1,50
Austria	1,49
Luxemburgo	1,47
Hungría	1,45
Malta	1,45
Croacia	1,40
Eslovaquia	1,40
Italia	1,35
Grecia	1,33
España	1,33
Chipre	1,32
Polonia	1,32
Portugal	1,31

Fuente: Eurostat

Esperanza de vida al nacimiento. 2015

	Años
España	83,0
Italia	82,7
Francia	82,4
Luxemburgo	82,4
Suecia	82,2
Malta	81,9
Chipre	81,8
Países Bajos	81,6
Finlandia	81,6
Irlanda	81,5
Austria	81,3
Portugal	81,3
Bélgica	81,1
Grecia	81,1
Reino Unido	81,0
Eslovenia	80,9
Dinamarca	80,8
Alemania	80,7
Unión Europea	80,6
República Checa	78,7
Estonia	78,0
Croacia	77,5
Polonia	77,5
Eslovaquia	76,7
Hungría	75,7
Rumanía	75,0
Letonia	74,8
Bulgaria	74,7
Lituania	74,6

Fuente: Eurostat

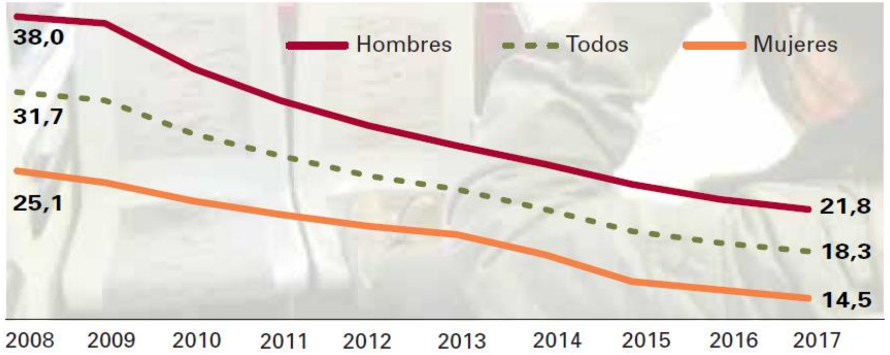
CULTURAL FACTORS

- The Spanish culture is a historical jewel with multiple traditions
- With Celtic; Greek, Roman, Fenician, Carthagans; Visigothic, Muslim and Arabic influences.
- It’s a mixture of regional traditions, popular festivities, bullfightings, flamenco…
- With popular customs as being outdoors, the “siesta”, wide timetables, “tapas”
- It’s a Mediterranean culture
- Religion: the 75% of the population is catholic
- With a culinary art with international renowed reputation (206 Michelin stars)
- Regional Identities: Cataluña, País Vasco, Galicia, etc.

CULTURAL FACTORS

- The school dropout slows down 13,4 percentage points
- Traditionally, Spain hasn't obtained good results in PISA report although it's improving
- A group 20 Spanish private schools have reached best results than in Singapour and Finland

Abandono escolar temprano*



* % de población entre 18 y 24 años que no ha completado la Enseñanza Secundaria 2ª etapa y no está cursando ningún tipo de formación

Fuente: Ministerio de Educación, Cultura y Deporte

Resultados de 'PISA for Schools'

Grupo de 20 centros CICAE, febrero de 2018

	Lectura	Matemáticas	Ciencia	Media
CICAE	553	571	555	559.7
Singapur	535	564	556	551.7
Japón	516	532	538	528.7
Canadá	527	516	528	523.7
Finlandia	526	511	531	522.7
Corea	517	524	516	519
Alemania	509	506	509	508
Reino Unido	498	492	509	499.7
Francia	499	493	495	495.7
Media OCDE	493	490	493	492
España	496	486	493	491.7
EEUU	497	470	496	487.7

Get the data · Created with Datawrapper

CULTURAL FACTORS

- We continue being a “university country” but not technician
- Vocational studies are starting to be the first option
- The shift regarding education may reduce the youngest unemployment rate
- Young people can emancipate at earlier ages

Alumnado matriculado en Enseñanzas de Régimen General no universitarias. Curso 2016-17. Datos avance

	Número de alumnos	Variación interanual %
Total[1]	**8.127.832**	**0,2**
Educación Infantil[2]	1.775.264	-1,8
Educación Primaria	2.940.226	0,5
E.S.O.	1.884.223	0,8
Bachillerato	686.933	-1,2
Formación Profesional	793.499	3,7

Graduados en carreras CTIM* 2015

Por cada mil personas entre 20 y 29 años

Irlanda	31,5
Finlandia	23,7
España	**22,4**
Austria	22,1
Reino Unido	22,1
Francia	21,4
Polonia	21,4
Alemania	20,5
Dinamarca	20,2
Unión Europea	**19,1** (e)
Portugal	18,6
Lituania	18,5
República Checa	17,2
Eslovenia	17,2
Croacia	16,8
Eslovaquia	16,6
Malta	16,1
Estonia	15,7
Suecia	15,3
Rumanía	14,9
Bulgaria	14,6
Italia	13,5
Bélgica	13,3
Letonia	12,9
Hungría	12,2
Países Bajos	10,3 (e)
Chipre	8,3
Luxemburgo	3,4
Grecia	:

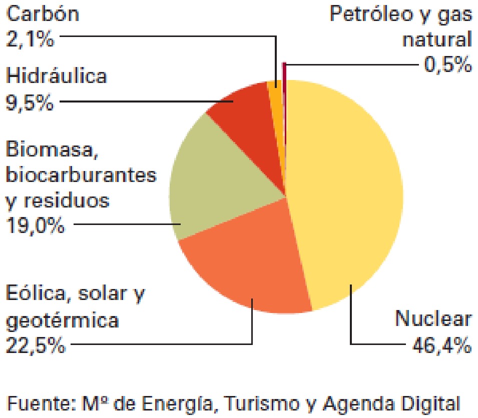
: No disponible
(e) Dato estimado

*Incluye: ciencias, tecnología, ingeniería, matemáticas, industria y construcción

Fuente: Eurostat

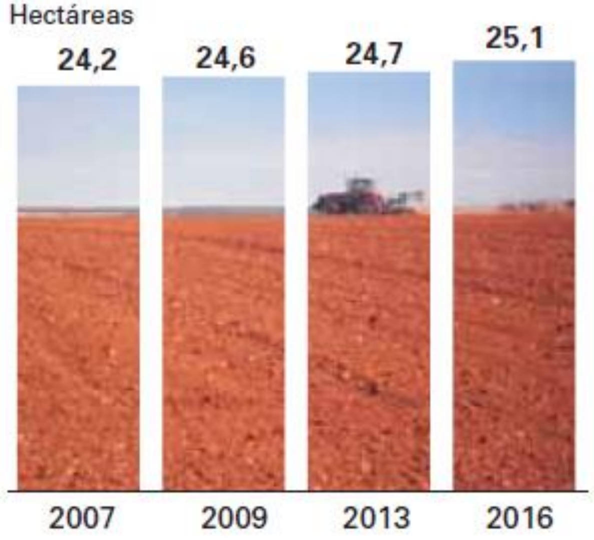
ENVIRONMENTAL FACTORS

- More than 300 sunny days a year
- An average of 15,5º C of temperature
- More than the half of its surface it in forests lands. It’s the third country in Europe
- Spain is the second country worldwide in biosphere reserve with a total number of 42
- The energy dependency has been reduced 8 points in 10 years
- The air quality has been improved



Producción interior de energía

Superficie agrícola utilizada



TECHNOLOGICAL FACTORS

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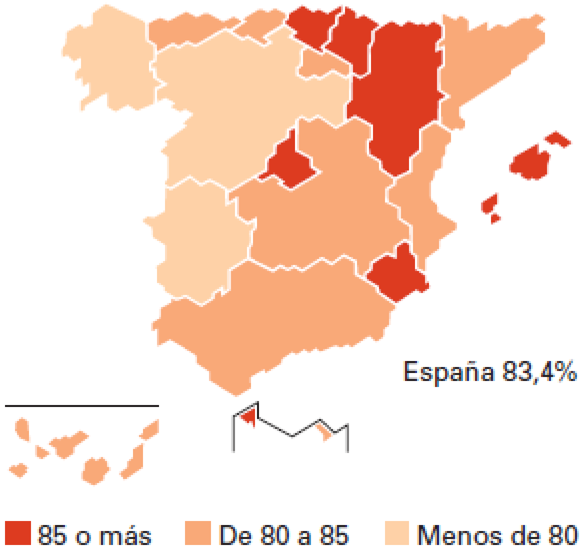
- The use of the Internet is common as well as the ownership of Smartphones

Viviendas domésticas con acceso a Internet. 2017



Principales indicadores de equipamiento y uso de TIC en los hogares. 2017

	% Viviendas	Variación en puntos porcentuales
Televisión	99,2	-0,1
Teléfono móvil	97,4	0,7
Conexión a Internet	83,4	1,5
Conexión de banda ancha	82,7	1,5
Teléfono fijo	77,6	-0,9
Algún tipo de ordenador	78,4	1,3
Lector de libros electrónicos	22,8	0,1
Tableta	52,4	Sin dato del año anterior

Source: NIS

TECHNOLOGICAL FACTORS

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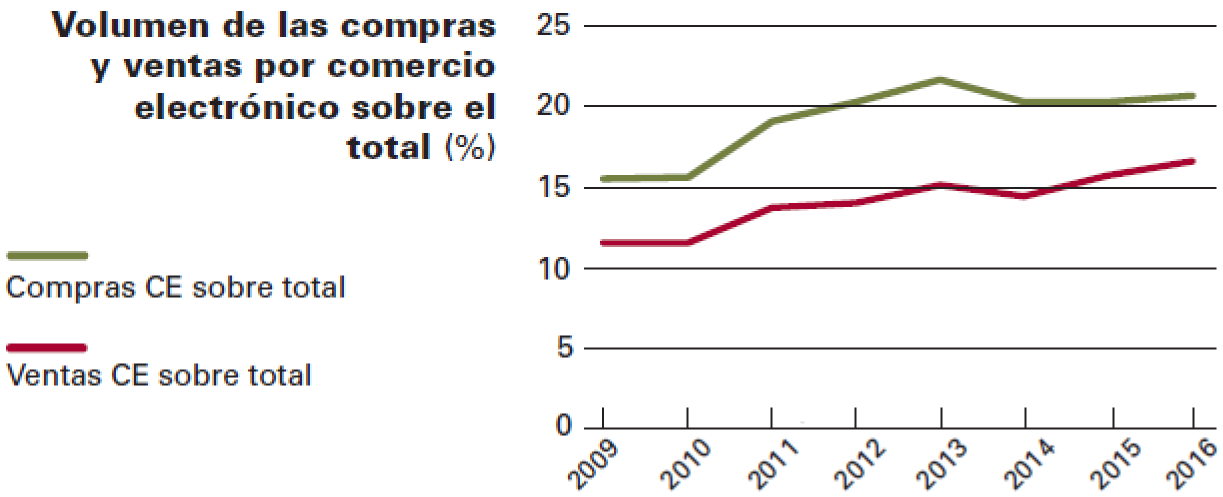
- One in five Spanish companies sends through the Internet

Uso de infraestructuras TIC. Primer trimestre de 2017

	% de empresas
Ordenadores	99,6
Personal que usa ordenadores con fines empresariales	60,1
Personal que usa ordenadores conectados a Internet con fines empresariales	51,9
Tiene sistemas internos de seguridad	87,0
Con conexión a Internet	98,7
- Banda ancha fija	95,0
- Banda ancha móvil	82,4
- Sitio/página web	77,7
- Usan firma digital	77,1



Source: NIS

PRODUCT SELECTION: “THE JAM”

- It is a delicious delicacy sweetened by history
- It’s a kind of preserved consumed worldwide
- The Mediterranean culture uses it since many centuries ago
- Its process consists of a constant boiling
- It contains more than 50% of fruit

Normative food definition: the mixture with an appropriate jellied consistency of water, sugar and an unconcentrated pulp of one or different kinds of fruit

ORIGIN AND TYPES

TYPOLOGIES:

Jams: whole fruits + sugar

Jams preserves: it tends not to be whole fruit, it contains more sugar and it has a gelatinous texture

Jellies: they are elaborated with fruit juice and it is more transparent

Marmalades: citric jams

Compote: it contains less sugar

ORIGIN: The Muslim people introduced the sugar in Europe

Portuguese origin “Marmelo”. The quince was the original fruit which jam was prepared

English-French origin – “Marmalade” comes from the French language which was spoken at Mary Stuart’s court and it was the remedy that her doctor gave her

- Benefits of jams

NUTRITIONAL COMPOSITION AND BENEFITS

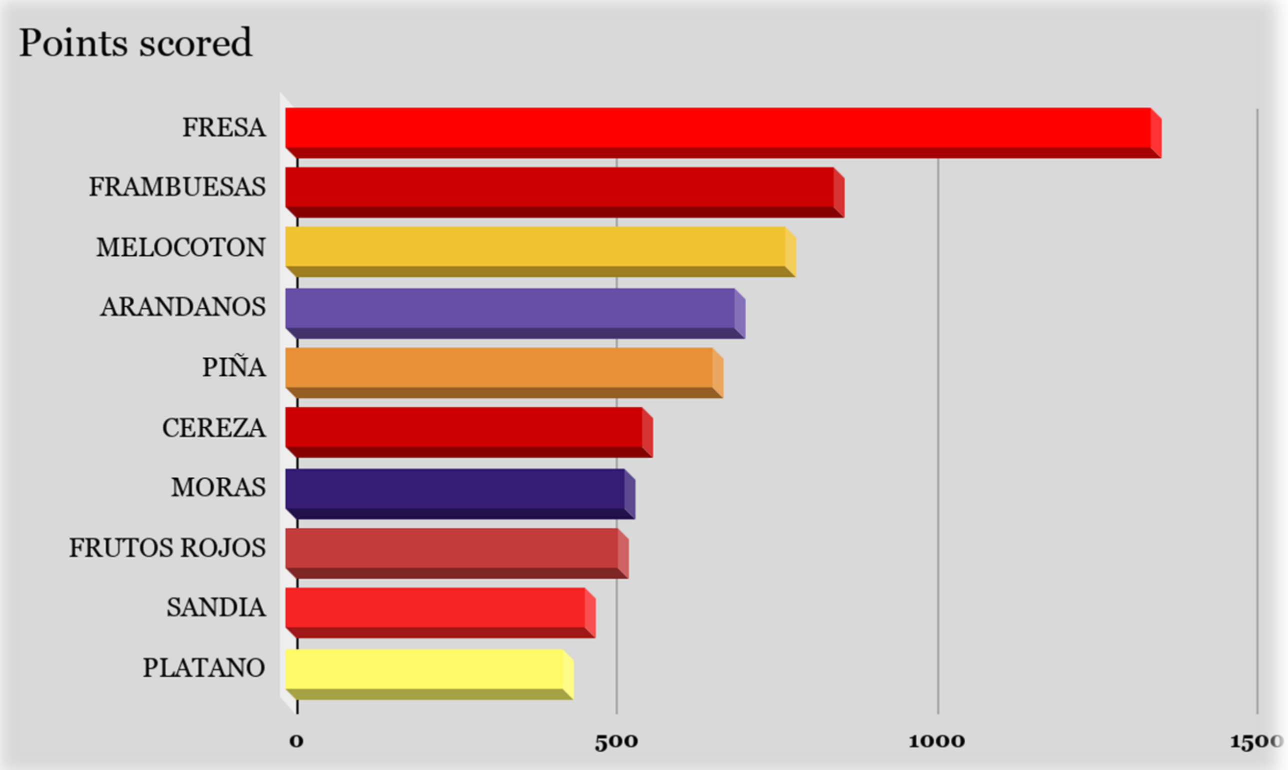
- Great amount of fibre
- It brings energy
- It's quite nutritional, better for the breakfast
- It's ideal for people with a high physical and mental activity
- It doesn't contain high fats and proteins
- It supplies a lot vitamins
- Depending on the fruit we benefit from its properties

Información nutricional
Mermelada

Cantidad por 100 gramos	
Calorías 246	
Grasas totales 0 g	
Ácidos grasos saturados 0 g	
Ácidos grasos poliinsaturados 0 g	
Ácidos grasos monoinsaturados 0 g	
Colesterol 0 mg	
Sodio 56 mg	
Potasio 37 mg	
Hidratos de carbono 66 g	
Fibra alimentaria 0,7 g	
Azúcares 60 g	
Proteínas 0,3 g	

Vitamina A	62 IU	Vitamina C	4,8 mg
Calcio	38 mg	Hierro	0,2 mg
Vitamina D	0 IU	Vitamina B6	0 mg
Vitamina B12	0 µg	Magnesio	2 mg

MOST CONSUMED FLAVOURS IN SPAIN



Source: 20minutos

COMMON USES, COMBINATIONS

- Snacks, toasts, milkshakes, meats and fish, ice-creams, in salads, with pâté and cheese

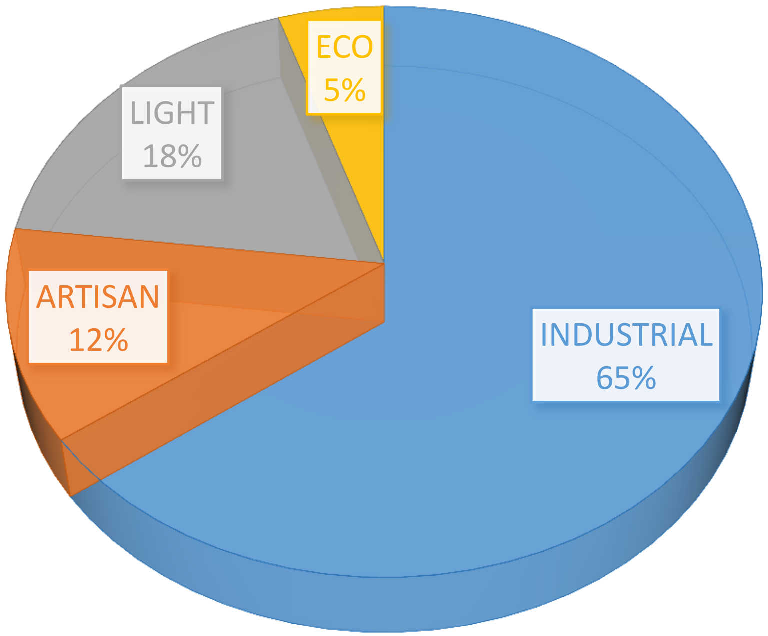




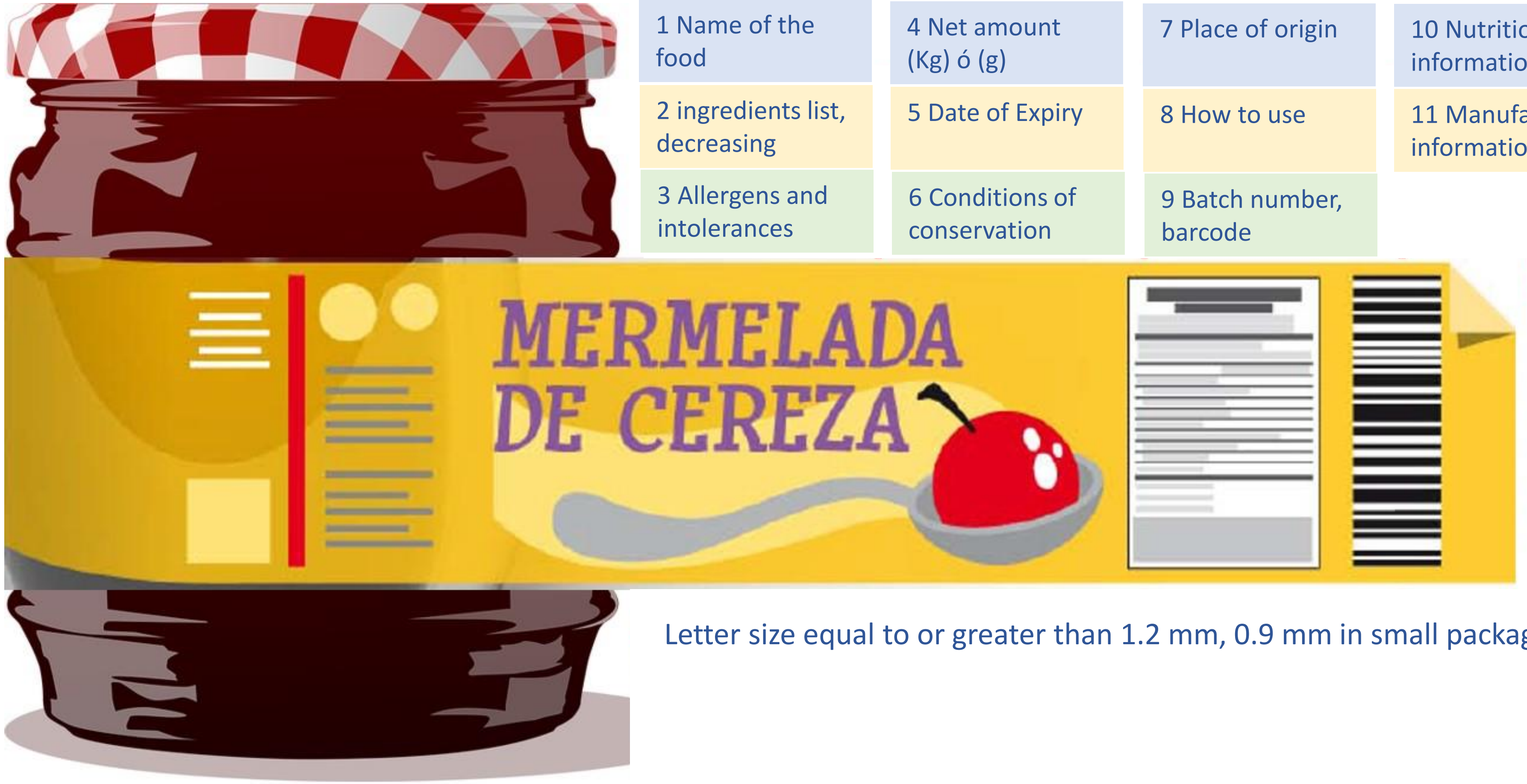
DIFFERENT VERSIONS OF THE PRODUCT IN THE MARKET

- Industrial
- Homemade or artisan
- Dietetics or Light
- Ecological or Bio

JAM MARKET IN SPAIN



LEGAL ASPECTS: LABELLING



1 Name of the food	4 Net amount (Kg) ó (g)	7 Place of origin	10 Nutritional information
2 ingredients list, decreasing	5 Date of Expiry	8 How to use	11 Manufacturer information
3 Allergens and intolerances	6 Conditions of conservation	9 Batch number, barcode	

Letter size equal to or greater than 1.2 mm, 0.9 mm in small packages.

LEGAL ASPECTS: LABELLING

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Label example:

- The market of jams is considered a mature market
- In **2017** some of the lost on pruchases in previous years are recovered
- The consumption in Spain is **37,3 Millions of Kilos**, **145,6 Millions of Euros**, +2% ↑
- The number of **buyers** is located in **11 millions** and the annual average expenditure is situated in **9€/year** and a consumption of **0,8Kg/Person/Year**
- It occupies the rankig at supermarkets and autoservices
- The trends in the market leads towards <u>ecological products, a more natural handmade elaboration, new textures, new formats, presentation and varieties</u>
- There is a better behaviour towards the <u>Premium or Gourmet</u> sector although at the moment it has a small share in the market.

Fuente: ARAL REVISTA DEL GRAN CONSUMO

DEMAND ANALYSIS: GLOBAL MARKET

Erasmus+

E-COMMERCE FOR START-UPS

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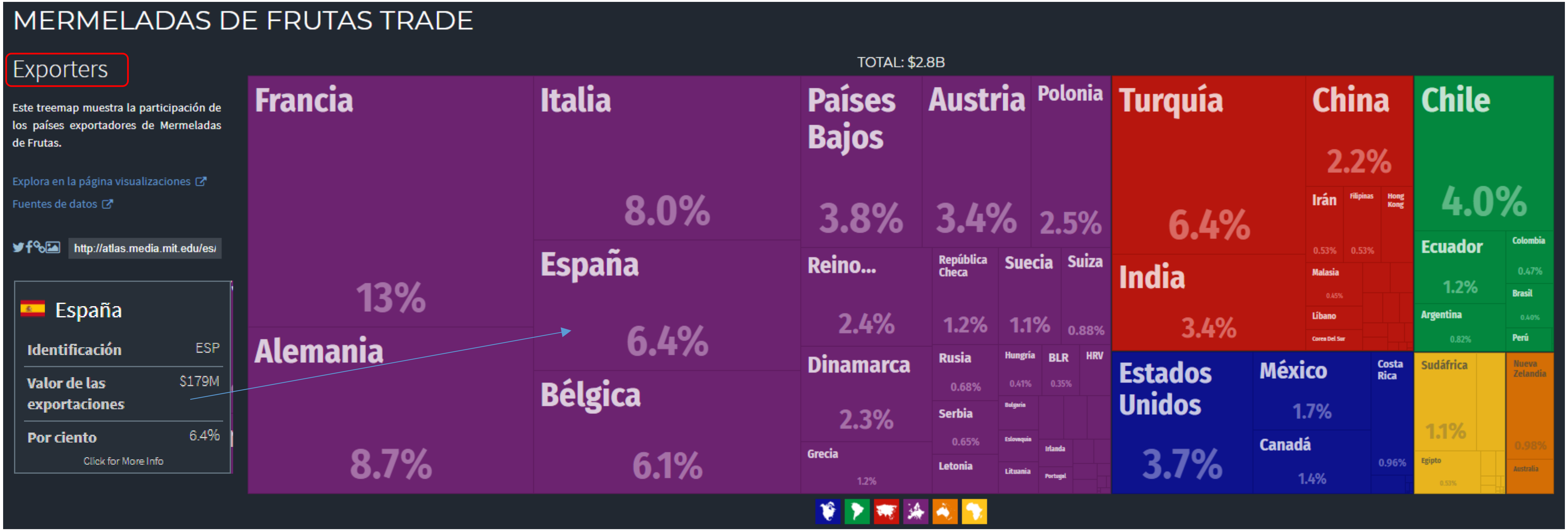

Fuente: Observatory of Economic Complexity

DEMAND ANALYSIS: GLOBAL MARKET

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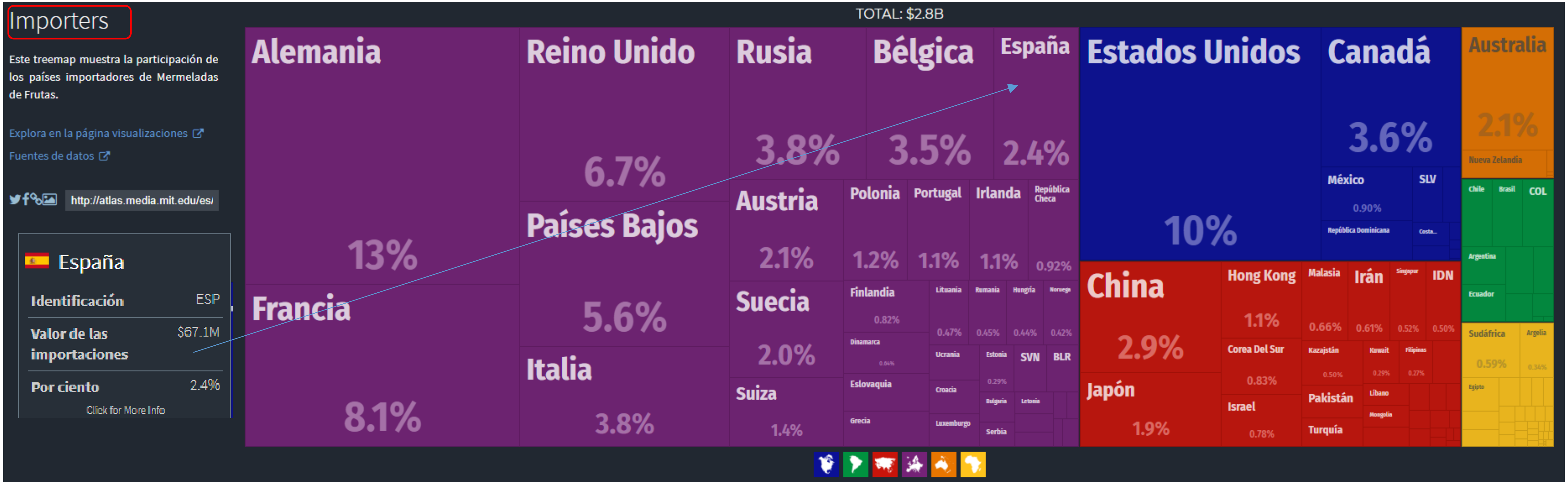


Fuente: Observatory of Economic Complexity

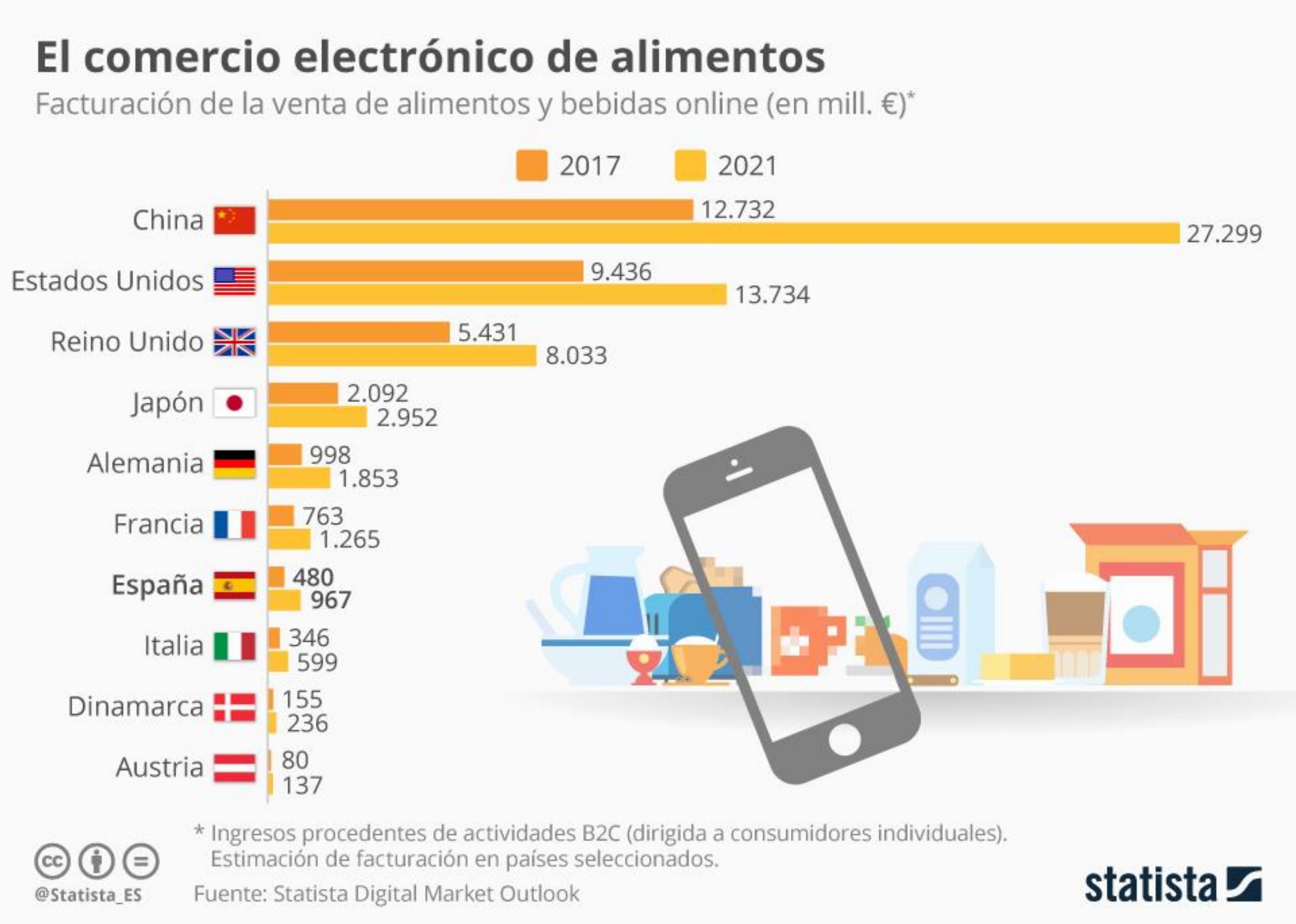
DEMAND ANALYSIS: GOURMET PRODUCTS

- Selection of the best products of each region, of an artisan elaboration and raw material of first quality
- Spain is the **fifth** country in the world that consumes this kind of products.
- This gastronomic trend has been well received on the Internet
- The Premium sector represents the **25%** of the values regarding the sales in food distribution
- It grows more than double than the rest of the products **+6%**
- The **35%** of consumers buys by **recommendation**

Source: nielsen

FOOD E-COMMERCE ANALYSIS

FOOD E-COMMERCE ANALYSIS



FOOD E-COMMERCE ANALYSIS

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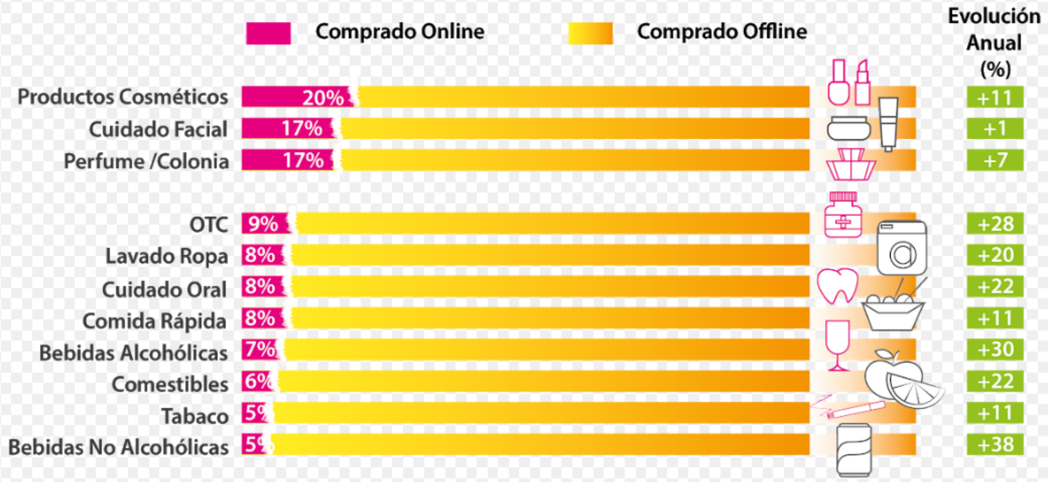
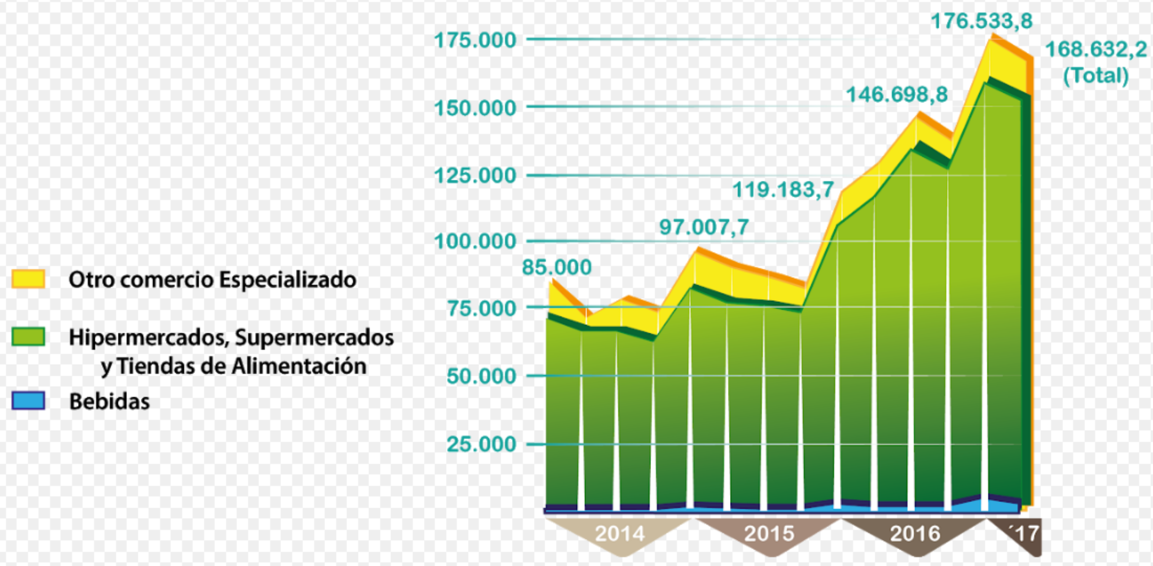
Evolución del Comercio Electrónico

Desde que se permitiera el uso de Internet con fines comerciales en 1991, la cantidad de comercio llevada a cabo electrónicamente ha crecido de manera exponencial debido al auge de Internet y un aumento de la seguridad y la confianza sobre este tipo de transacciones.Según datos proporcionados por la CNMC(Comisión Nacional de los Mercados y la Competencia) el comercio electrónico en España ha superado los 7700 millones de euros en el tercer trimestre de 2017, un 26% más respecto al año anterior.

Incidencia de E-commerce por productos



Ventas de Alimentación por Comercio Electrónico



Fuente: Comisión Nacional de los Mercados y La Competencia (CNMC)
Ministerio de Agricultura y Pesca

FOOD E-COMMERCE ANALYSIS

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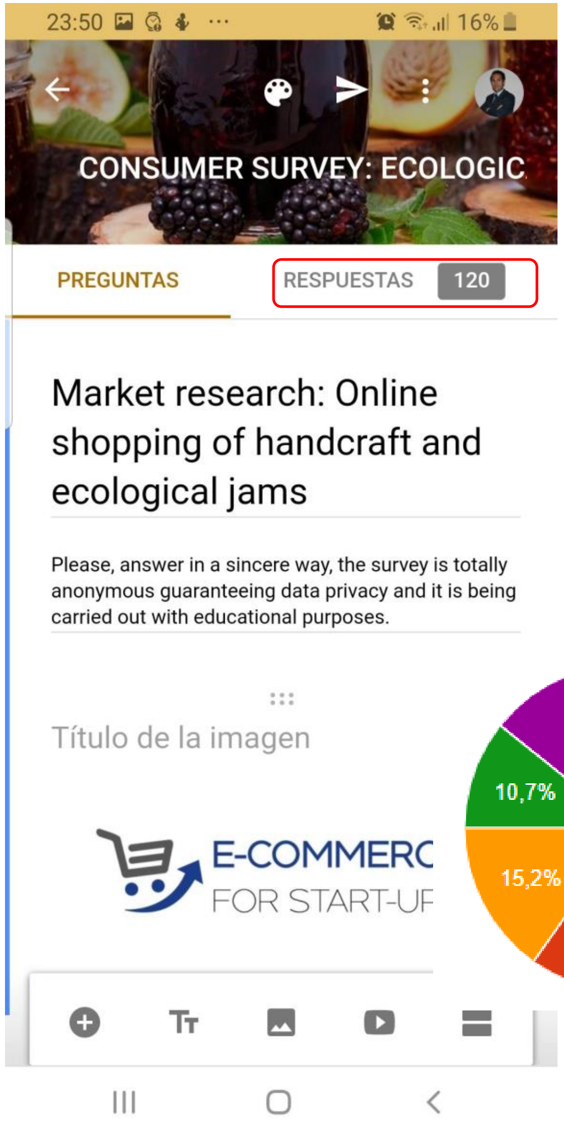
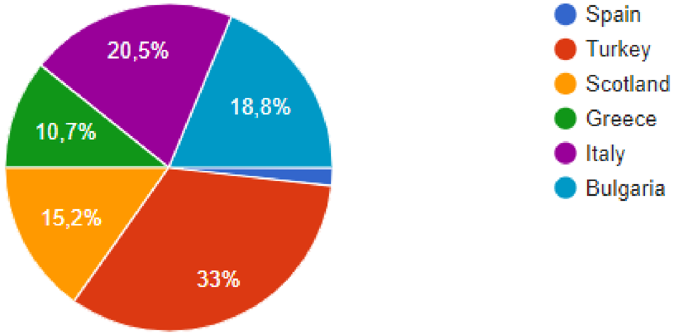
- Reluctant users to buy food are becoming to be released
- The age is a relevant factor, the young consumer represents the 50% of the people who buy food
- The food purchasing volume through the Internet is relatively small since in relation to the total purchase it doesn’t reach the 2% but it has an exponential growth
- The specialized commerce has a better behaviour regarding the online shopping
- The growth on sales of most food products overcomes the 2 digits

INVESTIGATION TECHNIQUE: SURVEY

We have obtained a representative survey, with a total number of 368 answers





SURVEY ANALYSIS: SPAIN VS EUROPE

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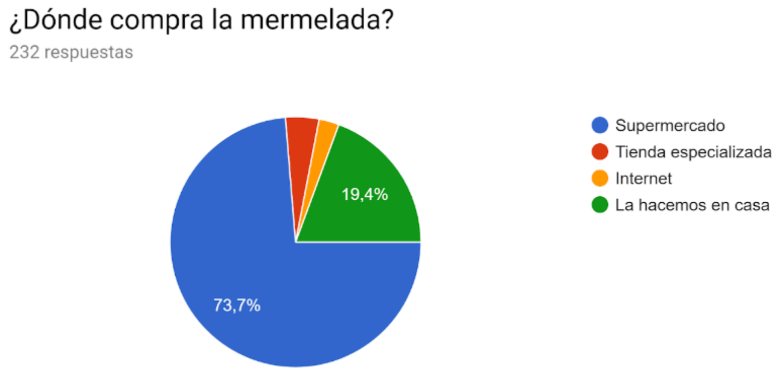
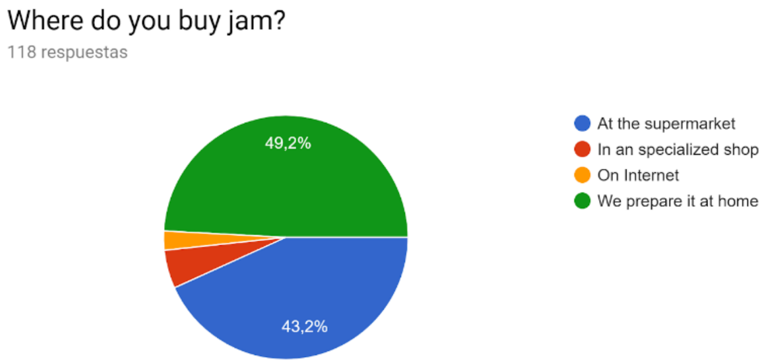
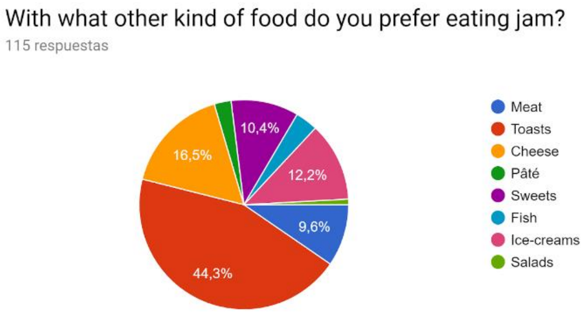
- The hobbies are similar, although our partners read more than us, Spanish team prefers going outdoors
- The ecological products and Gourmet are really well considered, even more in Europe with 70% and Spain with 53%
- Taking jam as a snack is more common in Europe than in Spain
- Jam also seems to be more consumed in Europe.
- A curious aspect: in Europe is frequently homemade manufacted (50%)





SURVEY ANALYSIS: SPAIN VS EUROPE

- Referring to consumed flavours, there are more varieties in Spain than in Europe where strawberry leads with the 52%.
- In Spain it is mostly consumed with toasts and cheese while in Europe the consumption is wider, being important the intake with sweets and ice-creams
- The preferred formats are medium aand small size, being small size the most important one in Spain
- Consumers in Europe and in Spain consider the labelling as well as the packaging a valued feature forgetting about the flavour if it has never been tried before or if it’s new



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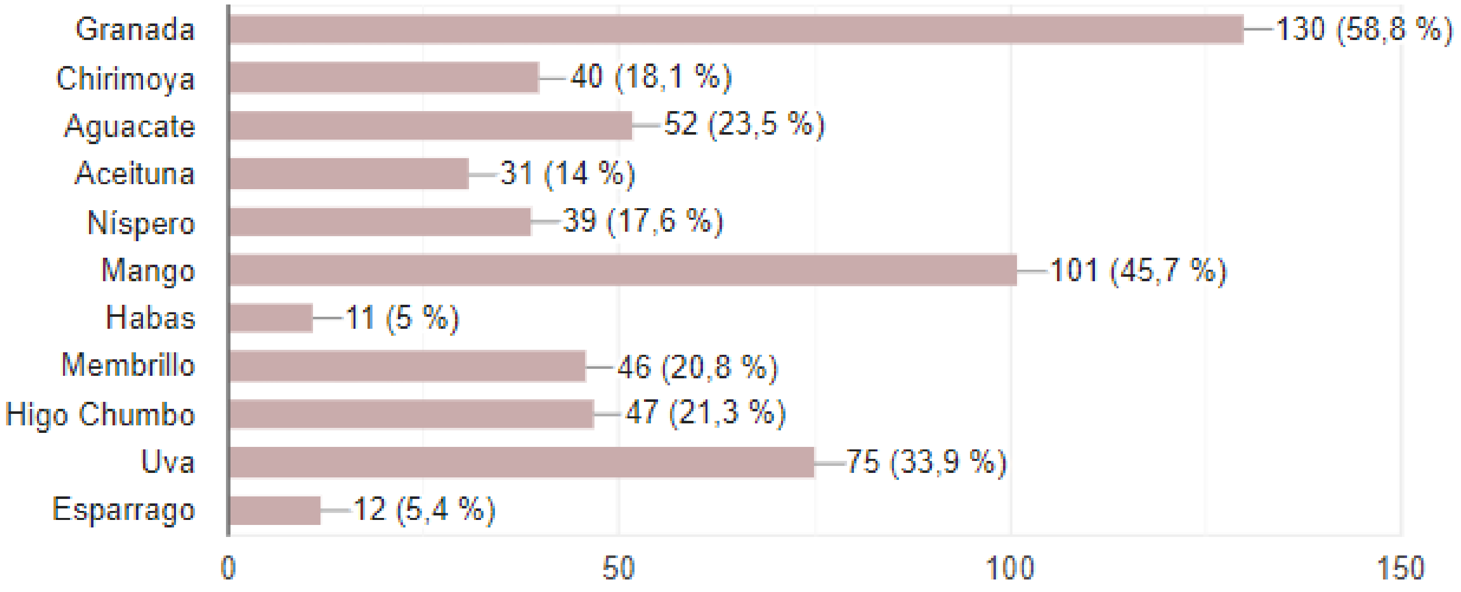
Le gustaría probar mermelada de sabores cómo: (puede marcar varias respuestas)

221 respuestas



SURVEY ANALYSIS: EUROPE

Erasmus+

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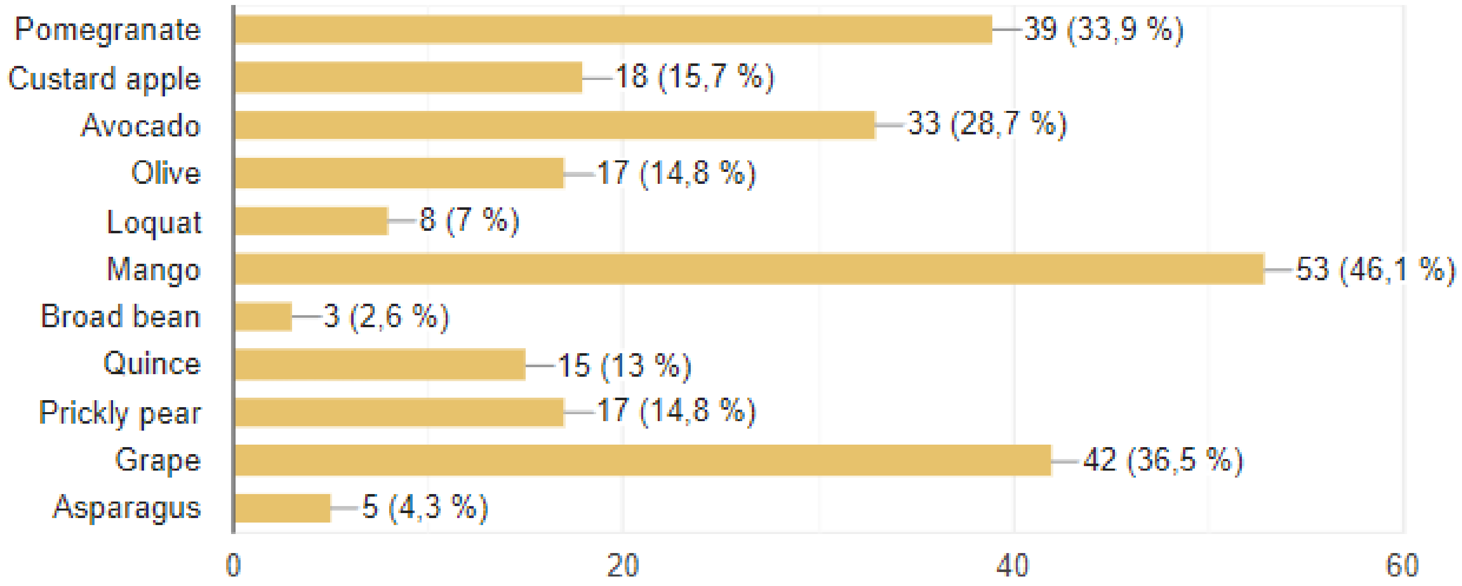
Would you like to try jams of flavors like: (you may choose different options)

115 respuestas



SURVEY ANALYSIS: SPAIN vs EUROPE

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The 81% buys on the Internet 12-28 years → The 51% would buy food → The 84% considers jam a healthy product

The 77% buys on the Internet 12-28 years → The 56% would buy food → The 94% considers jam a healthy product

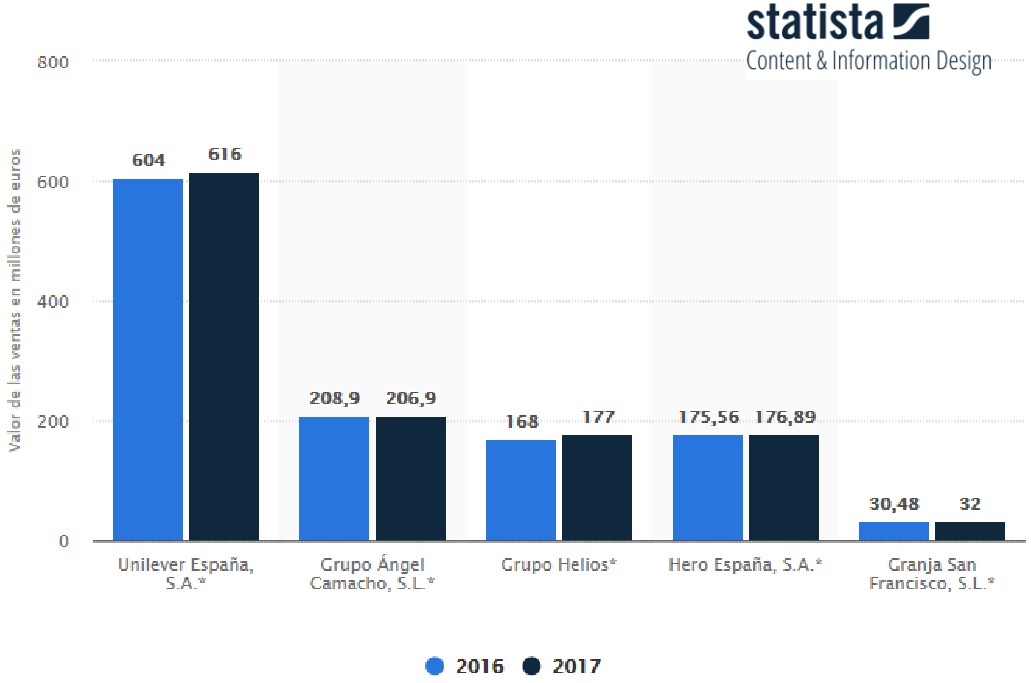
In contrast to what one maight imagine, there is a higher interest towards homemade products in bigger cities. In Europe. This is highlited by the 75% of people living in bigger cities.

Men like jam a little bit more and as a snack. **Women** prefer jam during the afternoon snack after the most common option: the breakfast

OFFER ANALYSIS

- We are in a competitive market of an open offer
- The production remains steady although new local brands arouses as well as presentations in artisan and bio version
- With different typologies of the product
- The preferred packaging is glass (95,1%)
- It’s normally consumed at home
- Important implantation of own-brands

Comparison of the value of sales regarding the lidering companies of honey and jam in Spain in 2017 with its figures in 2016 (millions of Euros)



DIRECT COMPETITORS

Don Ramiro
Mermeladas Artesanales

CU CU MI

LA PAULEÑA

ELASUN
Productos del Somontano
Mermeladas artesanas

LO RU SSO
HEART MADE FOOD

CLUB DEL GOURMET
CG
EN El Corte Inglés

LA VIEJA FÁBRICA
Desde 1834

Hero
DESDE 1886

DIRECT COMPETITORS: Webs

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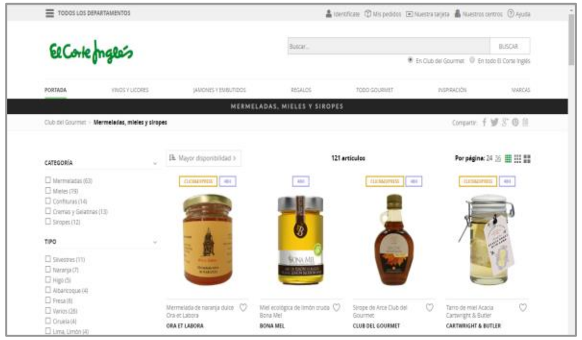

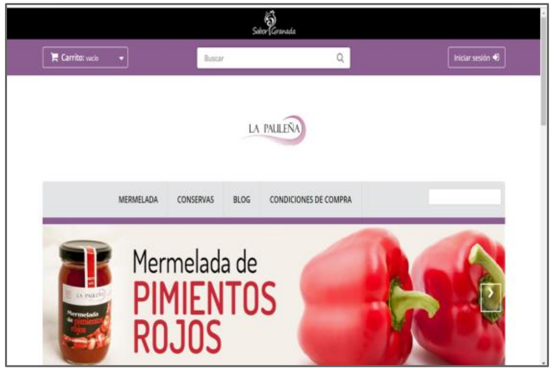

RANGE OF PRODUCTS AND MANUFACTURING

HIGH RANGE	MEDIUM RANGE	LOW RANGE

ELASUN Productos del Somontano Mermeladas artesanas
Don Ramiro Mermeladas Artesanales
LO RUSSO HEART MADE FOOD
CUCUMI
Hero DESDE 1886
LA VIEJA FÁBRICA Desde 1834
CLUB DEL GOURMET CG en El Corte Inglés
LA PAULEÑA

ECOLOGICAL	ARTISANS	INDUSTRIAL

Don Ramiro Mermeladas Artesanales
ELASUN Productos del Somontano Mermeladas artesanas
CLUB DEL GOURMET CG en El Corte Inglés
LA PAULEÑA
Hero DESDE 1886
LO RUSSO HEART MADE FOOD
CUCUMI
LA VIEJA FÁBRICA Desde 1834

PRICING POSITION

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LO RU SSO HEART MADE FOOD

6.35€

Hero

0.99€

LA VIEJA FÁBRICA Desde 1834

1.77€

ELASUN Productos del Somontano Mermeladas artesanas

6.33€

Don Ramiro Mermeladas Artesanales

2€

CU CU MI

6€

LA PAULEÑA

2.70€

CLUB DEL GOURMET CG en El Corte Inglés

2.50€

ONLINE SHIPPING COST

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LA VIEJA FÁBRICA Desde 1834

3.21€

LA PAULEÑA

6.60€

Don Ramiro Mermeladas Artesanales

3.76€

CLUB DEL GOURMET CG en El Corte Inglés

LO RUSSO HEART MADE FOOD

3.76€

5.90€

5.50€

CU CU MI

ELASUN Productos del Somontano Mermeladas artesanas

Hero

5.84€

4.99€

COMPETITORS BY KEY FATORS ON SALES

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Competitive Advantage

	LA VIEJA FÁBRICA	Hero	LO RU SSO	ELASUN	CG		Don Ramiro	LA PAULENA
Precio	9	10	9,5	4	4,5	6	8	8
Calidad	10	8	10	9	7	7	6	10
Valor en Redes	10	10	9	9	7	9,5	6,5	10
Gama de PDTO	9	9	8	10	10	10	6	5
Alexa Page Rank	7	8	6	3	10	0	1	7
Idioma Web	10	10	10	10	10	10	5	5
Especialidades	7	8	7,5	10	8,5	7	8	8
Ecológicas	10	10	10	10	10	5	10	0
Gourmet	9	9	10	10	10	8	6	9
Calidad Web	10	10	10	10	10	10	10	10
Año de Fundación	10	8	9	5	0	4	0	5
Formatos	7	7	6	8	10	7	6	1
Intolerancia	10	10	10	10	9,5	10	10	0
Coste de Envío	9,5	6,5	8	6	6,5	5	8	4
Venta Europa	10	10	10	10	10	10	5	5
Threat level	137,5	133,5	133	124	123	108,5	95,5	87

SWOT	NEGATIVE ASPECTS	POSITIVE ASPECTS
INTERNAL FACTORS	***Weakness*** • Limited production availabilty (small runs) • Small variety of the product • No access to great distribution channels • Dificulties of differenciation with jam at the supermarket. • Lack of business experience of the promotional team • Not having an acknowledged brand	***Strenghts*** • Our business plan • The homemade process • Near raw ecological material • Human team we build • Innovation in flavours and textures • Exclusive product • Product and regional flavours
EXTERNAL FACTORS	***Threats*** • High competitiveness, mature market • Legal ecological products framework • Increasing of local vendors with a similar concept to ours • Since they are innovative jam's flavours they may become old fashioned • Bad image of the products that contain sugar, high fats • Releasing of alternative products • Own-brands – handmade or artisan concept • Cost and shortage in row materials • USA Commercial war, customs tariff	***Opportunities*** • The increasing of Gourmet products • The increasing of healthy and ecological products • The raising of the online e-commerce channel • The state of improvement of the global economy • To be associated to the touristic popularity of Granada • Product that can be combined and complementary • Innovative packaging and labelling • To be associated with other companies and leading brands

CONCLUSIONS

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- Due all the issues we have dealt, we think our product may be viable
- We must consider to make an ecological and premium product of a high range
- Medium-high price around 6€ /250gr
- We have to invest a lot in image and packaging design
- Having different formats, shapes
- The first flavours will be: grenade, mango, cumbe, grapes, avocado
- We have to control the calories of the product "minimum of sugar"
- Looking for institutional aid for the promotion
- Designing our web page focused on digital marketing; SEO, SMO
- We must arrange a good shipping rate at an European level
- Trying the physical distribution through specilized shops
- Local suppliers of the regional typical products

END

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Thank you very much!

We hope you can try our products for next mobility