



# *E-commerce for Start-ups*

Creation of a new product. Market research.

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*Hello!*

We are students from The Secondary Vocational School of Economics “Prof. Dr. Dimitar Tabakov”- Sliven, Bulgaria and we are here to introduce our company.

**ENERGY FOR LIFE**

# Organizational structure of **ENERGY FOR LIFE**

- Manager of the company
- Lawyer

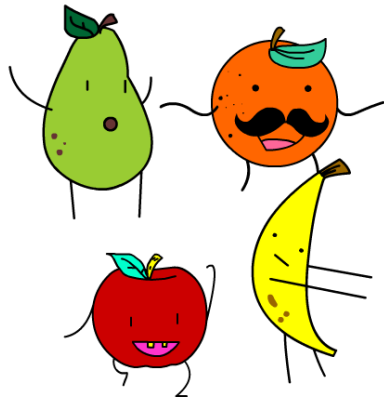
## Departments:

- Marketing and advertisement
- Production department
- Accounting department
- Technical support and design
- Sales department



# *Our goal*

Our company aims to produce a healthy and delicious product, which is a unique combination of dried fruit and nuts from the orchards in our region.





## *Sliven Region*

- ❑ Sliven region is one of the largest agricultural producers of cereals, fruit and vegetables.
- ❑ The orchards (peaches, apricots, plums), almond and walnut trees, and the vineyards are typical for the region.







## *Sliven Region*

The fertile soils, mild climate and the availability of sufficient water resources give a lot of opportunities for fruit and nuts production.



# *Trends in healthy eating*

- ❑ There is a globally increasing awareness of health and the role of how food can contribute to it.
- ❑ This is driving consumers to seek healthier choices and ingredients.
- ❑ Snacking – especially healthy snacks like nuts and dried fruits is increasing.



# *Trends in healthy eating*

- ❑ Food producers are taking a consumer-centric approach.
- ❑ They are seeing success delivering fruit and nuts in convenient packages.
- ❑ In this way to capture the busy, health-conscious consumer.

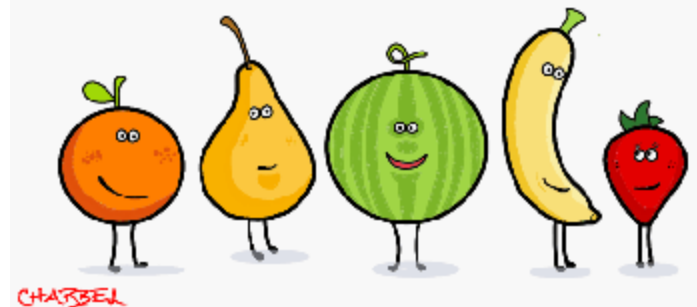




# Are dried fruits healthy?

Dried fruit	Content of substances	Content of calories (at 100g)
Figs	Proteins, Vitamin K, Calcium, Iron, Magnesium	249
Apricots	Proteins, Calcium, Vitamin A, B6, Iron	320
Grapes	Fiber, Vitamins, Carbohydrates	283
Cranberries	Vitamins C, E, B6, K, Minerals, Powerful antioxidants	308
Prunes	Vitamins C, B, Magnesium, Honey, Potassium	240

Dried fruits are rich in proteins, vitamins, minerals, fiber and antioxidants.



# *Reasons to eat dried fruits*

- ❑ Antioxidants more concentrated;
- ❑ Fiber six times more than fresh fruits;
- ❑ Low in fat, encourage weight loss;
- ❑ Energy capsules to face fatigue and increase optimism;
- ❑ Nutritional value five times higher than in fresh fruits;
- ❑ Tasty, handy, portable, last longer than fresh fruits.



# *How many dried fruits per day?*

- ❑ Dried fruits should be eaten in moderation as they contain significantly more calories per serving than fresh fruits.
- ❑ Half a handful of dried fruits are quite sufficient per day.



# Are nuts healthy ?

Nuts	Content of substances	Content of calories (at 100g)
Walnuts	Unsaturated fats, Fiber, Iodine, Antioxidants	650
Almonds	Protein, Magnesium, Iron, Calcium, Vitamin E	570
Sunflower seeds	Vitamin B1, Magnesium, Honey	584

Nuts are a healthy food because they are high in healthy fats, protein, minerals, fiber, antioxidants.



# *Reasons to eat nuts*

- ❑ Can be part of a healthy diet to maintain or even lose weight;
- ❑ Rich in omega-3 essential fatty acids with anti-inflammatory properties;
- ❑ Protect from cancers, heart diseases, nerve diseases, Alzheimer's disease;
- ❑ Assist in maintaining healthy blood pressure.





# *How many nuts we can eat per day?*



❑ Experts recommend eating no more than a small handful of nuts a day.



❑ It's about 30 grams or for example about 10 almonds.

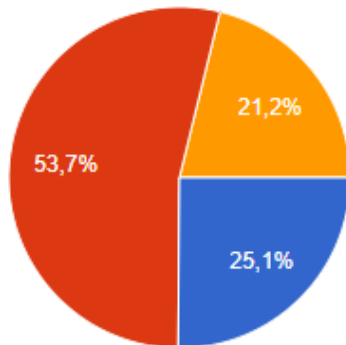
# QUESTIONNAIRE

We did a survey in local Facebook groups on the consumers' healthy eating behaviour and the need of healthy snacks of dried fruit and nuts on the market. 203 people answered the survey.



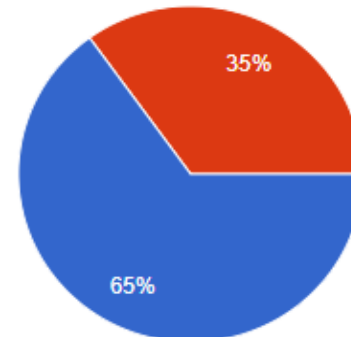
# 1. Do you think that your daily meal provides all the necessary vitamins and minerals?

More than half think, that their daily meal doesn't provide the necessary for the health vitamins and minerals.



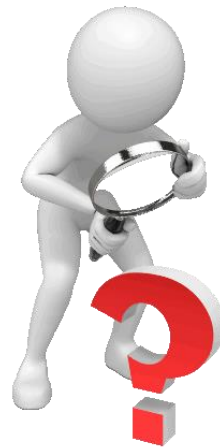
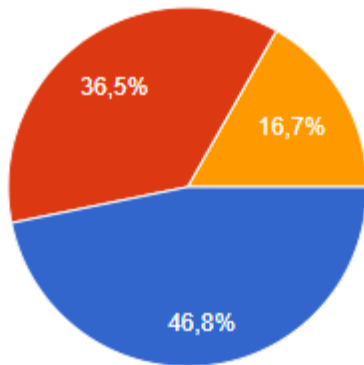
# 2. Do you need in between meals to satisfy your hunger?

65 % define in between meals as necessary.



### 3. Do you look for a healthy and delicious sweet substitute?

**84 %** answer they look for a healthy sweet substitute.



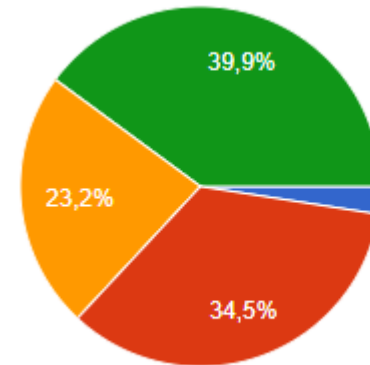
### 4. How often do you consume dried fruits ?

**40 %** very rarely

**35 %** several times a week

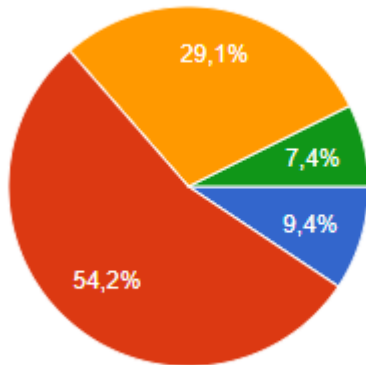
**23 %** several times a month

Apricots, prunes, figs, raisins, cranberry are preferred.



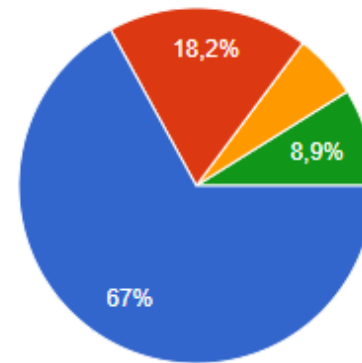
## 6. How often do you consume nuts?

- 9 % every day
- 54 % several times a week
- 29 % several times a month



## 7. What do you think about the combination of dried fruits and nuts?

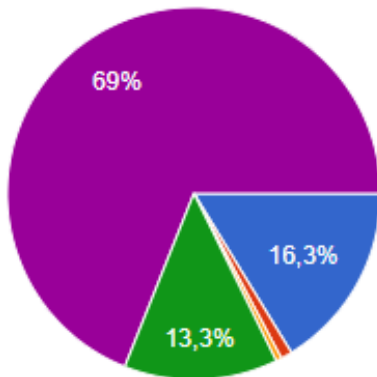
- 67 % welcome the idea
- 18 % would try





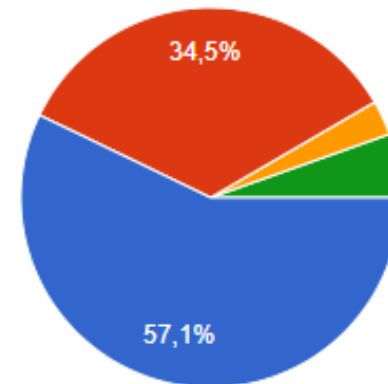
## 8. What is important in your diet?

- 69 % prefer healthy eating
- 16 % prefer proteins
- 13 % prefer energy products



## 9. In our "healthy bites", we have combined dried fruits and nuts. They are very tasty, they give the needed protein, satisfy hunger and are dietary. Would you buy our product?

- 57 % are looking forward
- 35 % would try



## 10. What is your age?

**62 %** 14-19 years old

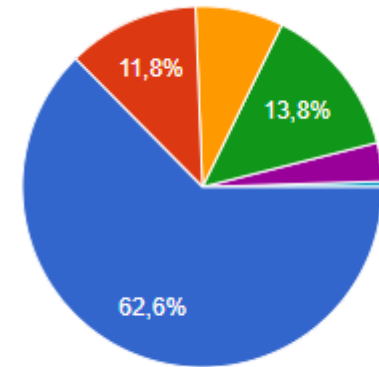
**14 %** 37-50 years old

**12 %** 20-25 years old

**8 %** 26-36 years old

**3 %** 51-60 years old

**1 %** over 60 years old



People from different ages participated in the survey. The most numerous is the group 14-19, which is the most active in the social networks.

# *Survey summary*

- ❑ Our daily diet can not, to a large extent, satisfy the body's need of vitamins and minerals.
- ❑ A significant number of people need healthy snacks in between meals to replace the harmful sweet food and satisfy their hunger.
- ❑ The idea of combination of dried fruits and nuts is welcomed by the consumers.



# *Opportunities to export our product*

We used a research of **CBI**, the Centre for the Promotion of Imports from developing countries, from 3<sup>rd</sup> December 2018.

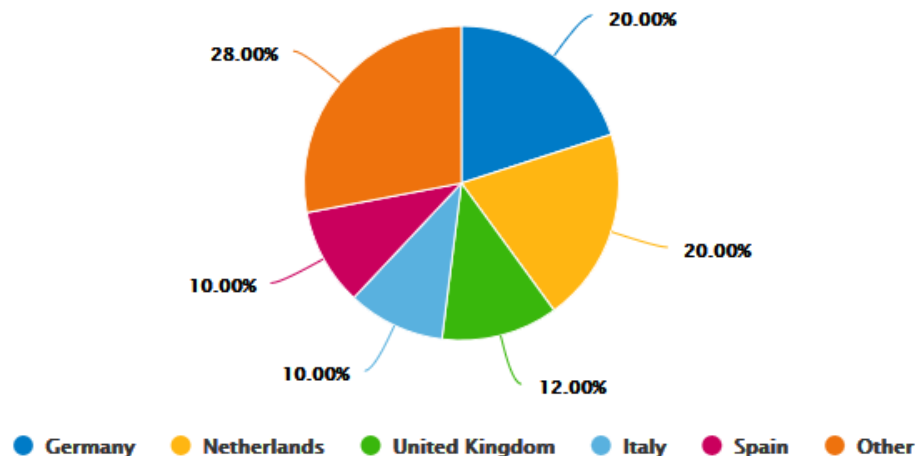
- ❑ Europe is the largest market for both nuts and dried fruit in the world, and it depends to a large extent on imports.
- ❑ The market is showing growth, which is likely to continue in the medium and long term.
- ❑ For growers, investors and exporters, these products therefore offer big opportunities, provided of course that they can meet the quality and safety requirements.



# Opportunities to export our product

- According to **Eurostat** large importing and consuming markets such as Germany, the Netherlands, the UK, Italy and Spain offer opportunities for exporters.

Figure 2: European imports of edible nuts and dried fruit by country 2017  
share of imported quantity





# *Opportunities to export our product*

- ❑ The annual consumption of nuts in Turkey is 6-6.5 kg per capita. The country has been using nuts and dried fruit for many years.
- ❑ Central and Eastern European countries are expected to increase their imports of nuts and dried fruits more rapidly than western Europe.



# *Opportunities to export our product*

- ❑ Within Europe, the countries with the highest import growth of nuts and dried fruits in value over the last five years were Romania (17%), Bulgaria (15%), Poland (12%), Luxembourg (14%) and the Netherlands (10%).
- ❑ On the short term, no significant changes are expected of the withdrawal of the United Kingdom from the European Union. It is also expected that the amount of direct imports is likely to increase.



# *Strategy for development of Sliven region 2014-2020*

- ❑ The increased demand for dried fruits and nuts in Europe will also encourage the producers in Bulgaria.
- ❑ In recent years there has been a growing interest among farmers in Sliven region to plant peaches, apricots, plums, almonds and walnut orchards.



*We present to you our new product*  
**HEALTHY BITES**



- ❑ In result of the research our company has made we have decided to create an innovative product combining a large set of essential for human health substances.



# Our new product **HEALTHY BITES**

- ❑ Trend in healthy eating;
- ❑ A healthy snack for the growing base of people searching for natural, unprocessed food;
- ❑ Tasty, handy;
- ❑ 100% natural, no added sugar;
- ❑ Most of the ingredients are local and typical for our region.



## *The Bulgarian taste - one bite away*

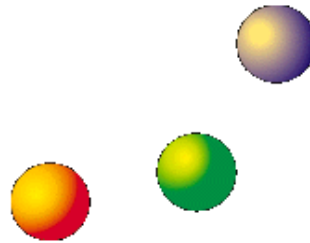
- ❑ This sweet, but diet-friendly temptation contains a big part of your daily needed vitamins, minerals and Omega fatty acids.
- ❑ It will satisfy your cravings and leave you with long lasting energy and fullness.
- ❑ Enjoy it for breakfast, in between meals or outdoors!
- ❑ Try our **Healthy Bites** !





# Variety of *HEALTHY BITES*

We offer our customers 3 types of energy balls to satisfy the different tastes.



## **HEALTH**

Ingredients:  
Prune, Sultanas,  
Almonds, Honey

## **ENERGY**

Ingredients:  
Cranberries,  
Figs, Walnuts, Honey

## **POWER**

Ingredients:  
Apricots, Sultanas,  
Sunflower seeds, Honey



*Delicious*

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