



Developing young entrepreneurs by running a mini company on a European learning level





F.E Bio Chic S.R.L
"Natural growth"
"Dimitrie Bolintineanu" Technological High
School
Bolintin Vale, Giurgiu county

The description of the Mini-company

The BioChic Mini Company was set up in the school year 2014-2015 by the students of the 11th grade and then passed on in the school year 2018-2019 to the students of the 11th grade E, economic profile.

*Main activity of the company and CAEN code: 4631
"Wholesale of fruit and vegetables and the sale of
canned food".*





Vision and mission

Our mission is to turn our passion into a prosperous business, winning a reputation at local and regional level.

We aim to develop our business in the field of fruit and vegetable sales, using both domestic and imported products, thus satisfying the needs and requirements of a large customer segment.





The company strategy

Developing a concept on the fruit and vegetable market based on quality, professionalism and respect for our clients.

We want to bring organic fruits and vegetables grown naturally, our own domestic production, but also import in great diversity.



F.E.BIOCHIC SRL

- ❖ Promotes eco-vegetable cultivation;
- ❖ Encourages the cultivation of Romanian vegetables and fruits for fresh consumption as well as for processing;
- ❖ Proposes the creation of Associations for the Protection and Mutual Support of Vegetable Growers.
- ❖ Encourages access to structural funds through European projects.



Company chart



Management Goals

- ❖ Business initiators are 11th grade students
- ❖ Our company wishes to satisfy the customer in terms of efficiency;
- ❖ Reducing costs from suppliers, non-compliant products, employees, unhappy customers;
- ❖ Building long-term competitive advantage.

The SWOT analysis

STRONG POINTS

- rich assortment of bio products;
- wide range and quality products;
- Favorable quality / price ratio;
- Unified driving team

THREATS

- increase of taxes and duties to the state budget;
- reducing of revenue and consumption;
- high cost of supplies;
- lack of experience.

WEAKNESSES

- limited financial resources;
- the professionalism of the suppliers;

OPPORTUNITIES

- presence on the market in the important points of Bolintin Vale;
- more aggressive sales policies;
- expansion on the market segment and a stronger presence in the virtual environment through



❖ Offer
Local Fruits;



❖ Offer
Local Vegetables

The sales and promotion process

The most popular sales promotion methods are:
advertising in the media, facebook;

The promotion of product information is performed
through leaflets, brochures, fairs;



The distribution

Distribution will be provided through distribution department. Orders must be placed within 2 days. We have 20% commercial margin and 9% VAT.

For large - order distribution, we will rent a special vehicle that will perform the delivery in safe conditions.



Fairs and exhibitions



Offer seasonal fruits



Price: 5 lei
Product
code:001

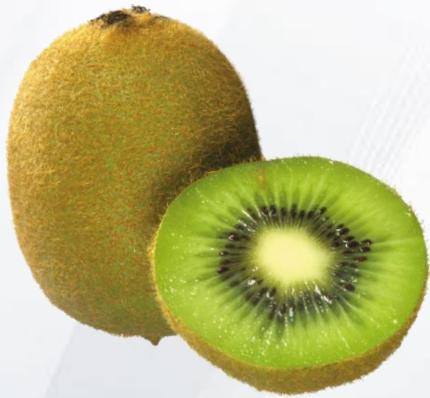


Price: 3,5lei
Product code: 002



Price: 5 lei
Product code:010

Offer exotic fruits



Price: 8 lei
Product code:005



Price: 3 lei
Product code:017



Price: 5 lei
Product code:013

Offer of local vegetables



Price: 3.5 lei
Product code:034



Price: 2.5 lei
Product code:022



Price: 1.5 lei
Product code:032

Offer seasonal vegetables



Price: 2 lei
Product code:029



Price: 3 lei
Product code:021



Price: 3 lei
Product code:033

Offer autumn vegetables

Peppers: 2 lei/kg

Onion : 2.5 lei/bundle

Eggplants: 1.5 lei/kg

Cauliflower: 3 lei/kg

Green salad: 3 lei





You can find us at

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The background is a vibrant green color with a pattern of stylized, darker green leaves and vines. The leaves are arranged in clusters and along thin, curving stems, creating a natural, organic feel. The text is centered and slightly tilted upwards to the right.

**Thank you for your
interest!**