

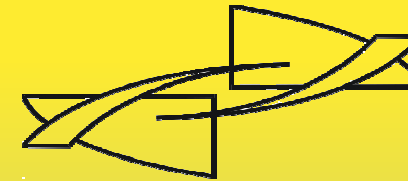
Berufsbildende Schulen I Uelzen



Copyright 2018 BBS I Uelzen – Stefan Nowatschin



Copyright 2018 BBS I Uelzen – Stefan Nowatschin



Wir leben Nachhaltigkeit!

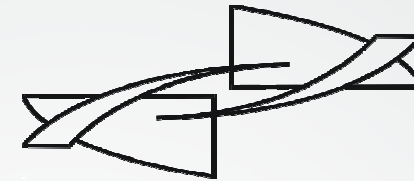
Projekt der Klasse 2-FOW-A



Berufsbildende Schulen I Uelzen



Copyright 2018 BBS I Uelzen – Stefan Nowatschin



Wir leben Nachhaltigkeit!

Kickdown Energy



Copyright 2018 BBS I Uelzen – Stefan Nowatschin





Im Februar 2020 wurde ein zweisprachiger BBS I Uelzen Informationsfilm produziert:
www.bbs1-uelzen.de und https://www.youtube.com/watch?v=jf19H_UgFmo (vom
 Kooperations- und Finanzpartner Ostfalia – Prof. Dr. Launer dort eingestellt).



Kickdown



Structure

- Product presentation
- Legal form
- Survey results
- Target group
- Marketing strategy
- Potential partners
- Ingredients
- Raw material extraction
- Distribution
- Targets



Product presentation

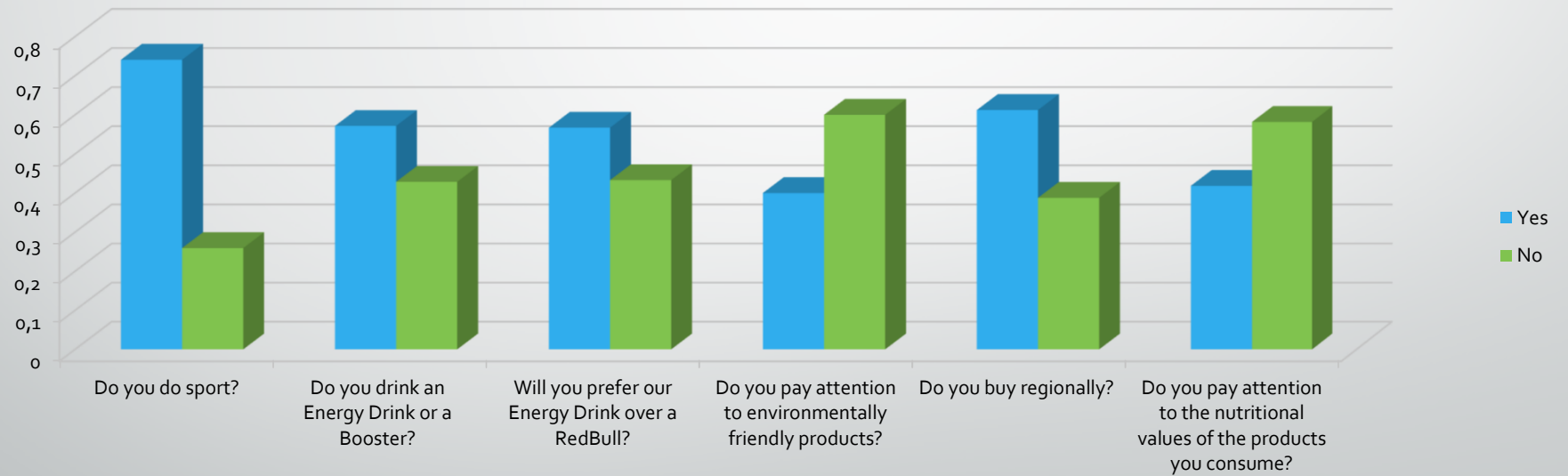
- Natural booster
- Sustainability
 - Raw materials
 - Packaging
 - Distribution
- Sales strategy
- Design

Legal form

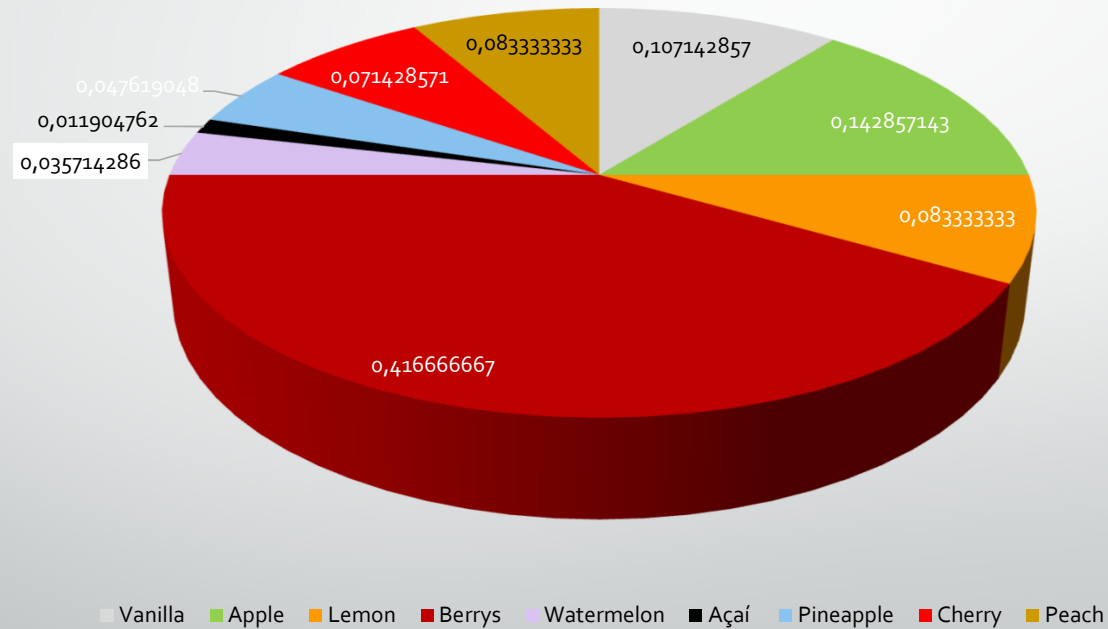
- UG (Unternehmensgesellschaft)
 - Pro Arguments
 - Can be founded with only 1 Euro
 - Can be founded by one person only
 - The owner is not liable with private wealth
 - Just a little share capital needed



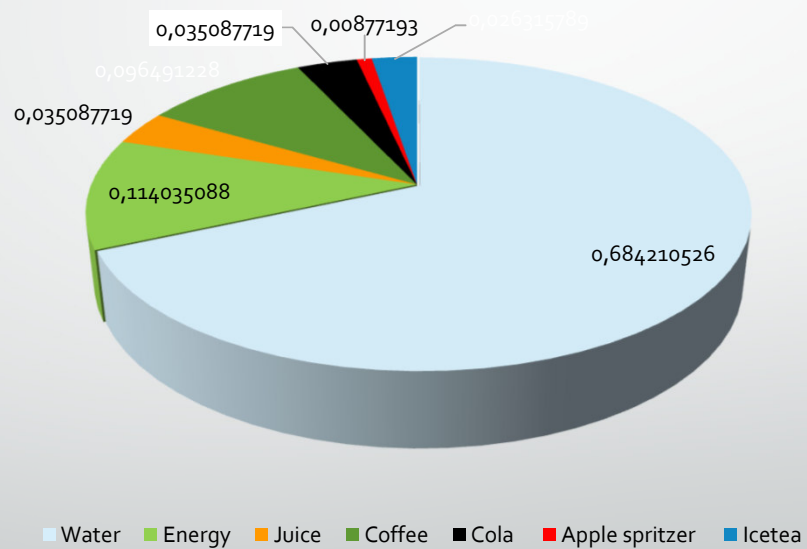
Survey results



What flavour do you prefer?



What do you drink at work or by doing sports?



How often do you do sports from 1 to 10?





Marketing strategy

- „Instagram, Facebook“
- Word-of-mouth
- Flyers
- Partners
- Website

Target group

- Students
- Athletes
- Age group 16-35



Potential partners

- Gyms, sport clubs
- Secondary schools
- Universities, technical colleges
- „Fitmart“





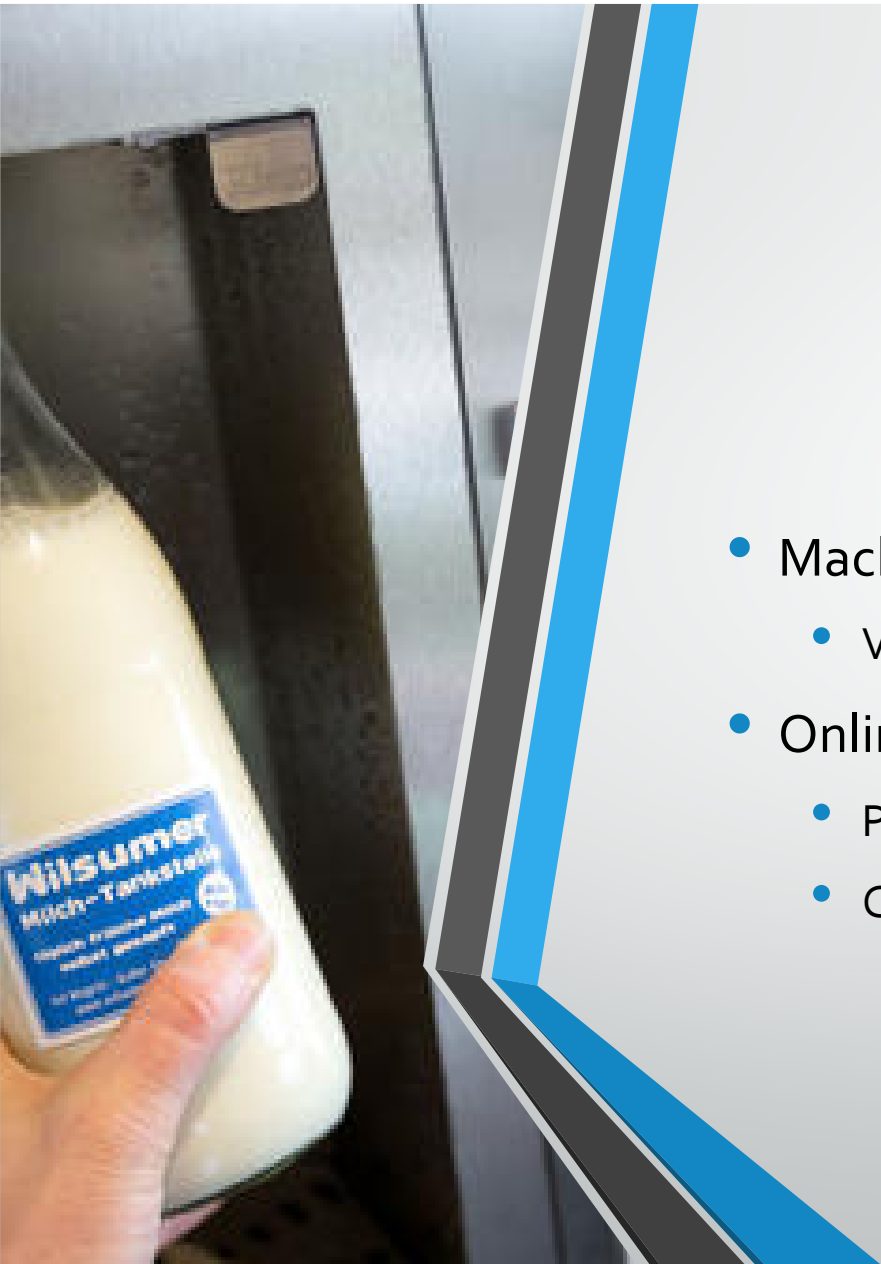
Ingredients

- Water
- Fruits
- L-Glutamine
- Creatine
- L-Arginine
- BCAA



Raw material extraction

- Water
 - Rain
 - Snow
- Fruit/berries
 - Regional
 - Windfalls
- Purchased materials
 - Creatine
 - L-Arginine
 - -L-Glutamine



Distribution

- Machines
 - Vending machines
- Online
 - Powder
 - Cardboard boxes

Targets

- Profit of „50.000€“ in the first year
 - Each subsequent year double the profit of the previous year
- Increase market share in Germany
- Winning new and long-standing customers
- Reduce costs
- Positive image
- Quality before quantity



Weitere CI/CD Vorgaben:

Schriftart: Arial schmal

Bildquellen mit Quellennachweis versehen:



Copyright 2018 BBS I Uelzen – Stefan Nowatschin – All rights reserved.

BEISPIEL FOTO AUS DEM INTERNET

Quellenangabe

Erklärung Name (hier der sichtbare Benutzername des Fotografen),
„Titel der Seite, auf der das Foto steht“, Webadresse der Seite,
auf der das Foto steht (nicht die Adresse des Fotos selbst), Zugriffsdatum.

...