

Berufsbildende Schulen I Uelzen



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Wir leben Nachhaltigkeit!

Kleines Projekt!





EASY BREAD



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Class: 2-Fow-A*



Structure

- Product
- Advantages and disadvantages
- Introduction and Evaluation of the survey
- Presentation of the app
- Flyer
- Internet presence
- Distribution policy
- Price policy



Product

Easy Bread is...

- An individually configurable bread dough
- Healthy and made from sustainable ingredients
- Configurable via app
- A market novelty



Advantages and Disadvantages



- DIY Factor
- Sustainable
- Freshness
- Regional ingredients
- Can be filled into own containers



- Not ready to eat – you have to bake it first
- Expensive price
- Durability



EASY BREAD

Umfrage

Geschlecht

- Männlich ☐
- Weiblich ☐
- Divers ☐
- Keine Angaben ☐

Alter

- 18-22 ☐
- 23-35 ☐
- 36-50 ☐
- 50-70 ☐
- 70+ ☐

Wie oft in der Woche gehen Sie einkaufen?

- 1 ☐
- 2 ☐
- 3-4 ☐
- 5 ☐

Wie kommen Sie zum Supermarkt?

- Zu Fuß ☐
- Öffentliche Verkehrsmittel ☐
- Mit Auto ☐
- Mit Fahrrad ☐
- Andere : _____ ☐

Backen Sie gerne?

- Ja ☐
- Nein ☐

Würden Sie ihre Produkte gerne selbst konfigurieren?

- Ja ☐
- Nein ☐

Worauf achten Sie beim Kauf ihrer Lebensmittel? (Preis, Qualität, usw.)

Wo kaufen Sie ihr Brot?

- Beim Bäcker ☐
- Abgepackt im Supermarkt ☐
- Ich backe es selbst ☐
- Andere: _____ ☐

Introduction of the survey

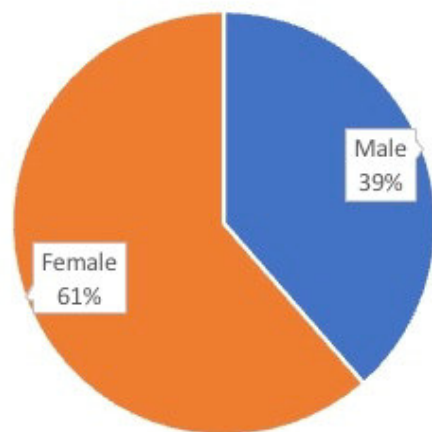
Our motivation for the survey

- What the customers want
- In what way they want to buy it
- Where they want to buy it
- What they look out for when buying bread



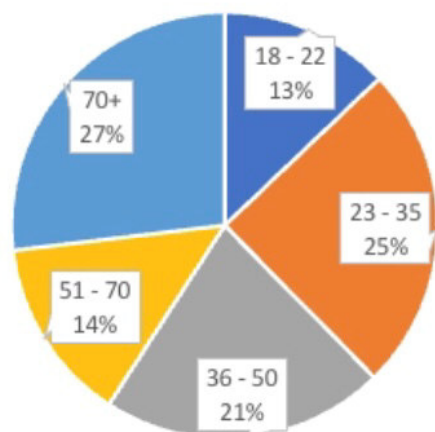
Evaluation of the survey

Gender



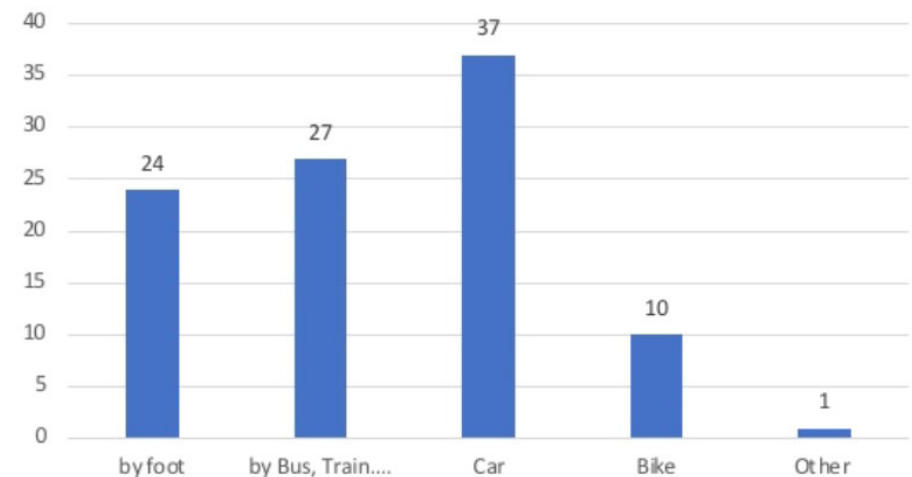
■ Male ■ Female

Age



■ 18 - 22 ■ 23 - 35 ■ 36 - 50 ■ 51 - 70 ■ 70+

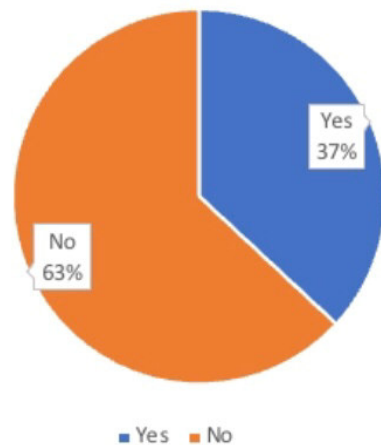
How do you get to the supermarket?



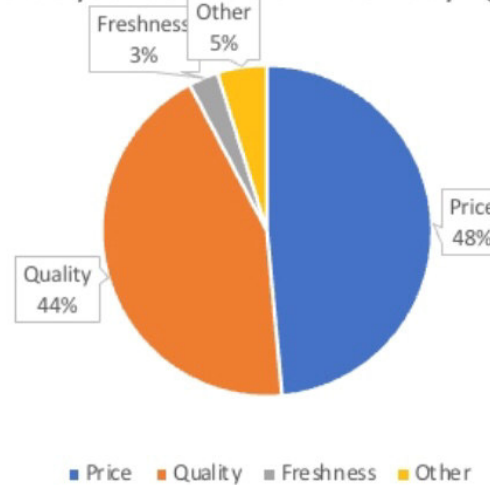


Evaluation of the survey

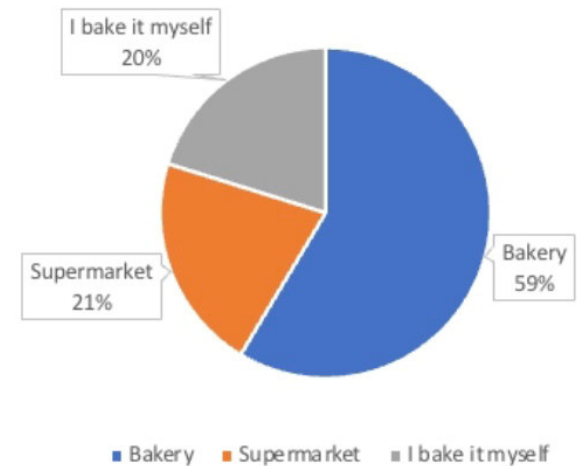
would configure your products by yourself?



What do you look out for when buying food?



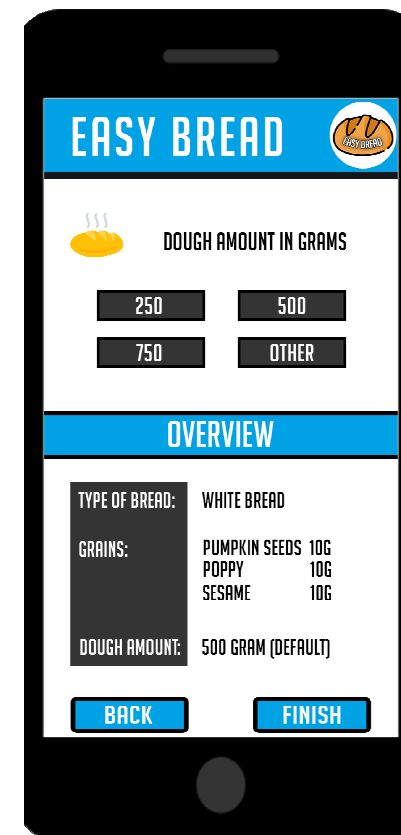
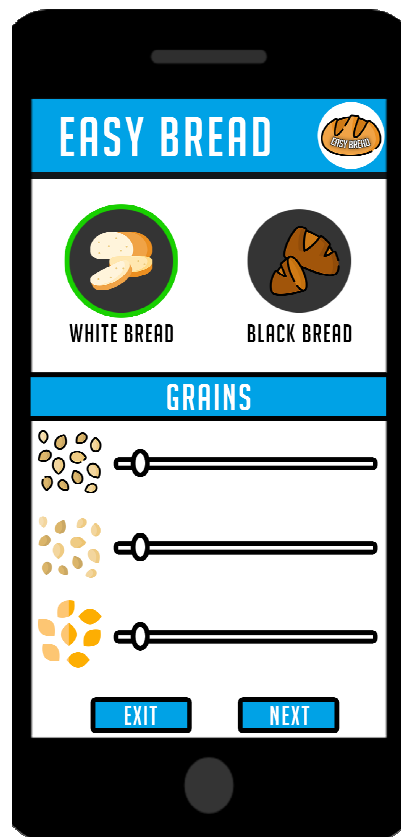
where do you buy your bread?





EASY BREAD

Presentation of the app

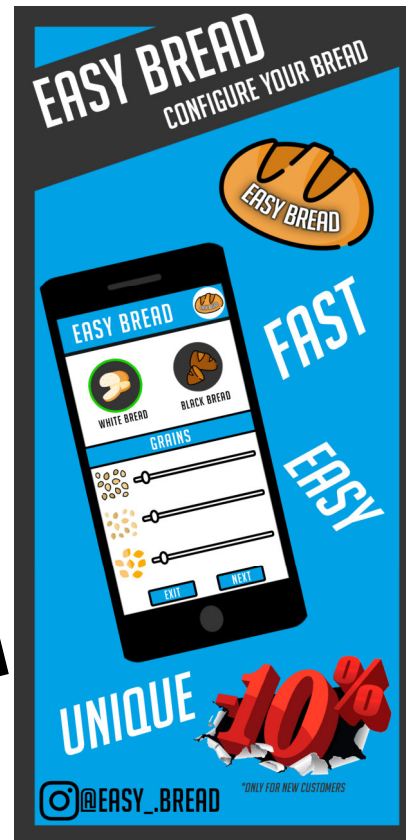




EASY BREAD

Flyer

Unique in the
market



Fast to
configure

Easy to
buy



EASY BREAD

Internet presence

Instagram

Suchen



easy_.bread

Profil bearbeiten



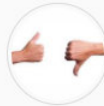
3 Beiträge

3 Abonnenten

2 abonniert

EASY BREAD

configure your bread



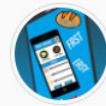
Feedback



Creative id...



Hot to bake



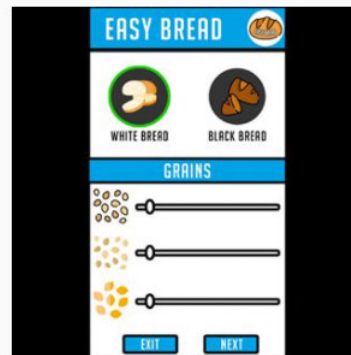
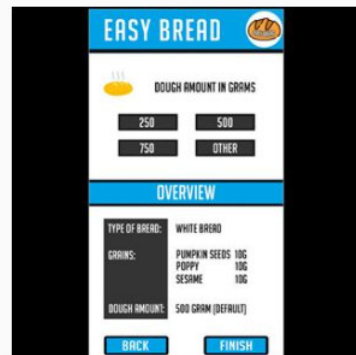
Discounts

BEITRÄGE

IGTV

GESPEICHERT

MARKIERT





Distribution policy

Where can you buy it?

⇒ In selected supermarkets

Where do the ingredients come from?

⇒ From regional manufacturers

In what kind of containers can you buy the product?

⇒ The easiest way is to bring you own container to the supermarket , but you also buy a cardboard container



Price policy

- We only use sustainable ingredients
- Fair payment for our suppliers
- If the price is too low, the quality will decrease
- Students always get a 20% discount

“Due to the high price, we feel obliged to deliver high quality to our customers”



Thank you for listening!

Are there any questions?