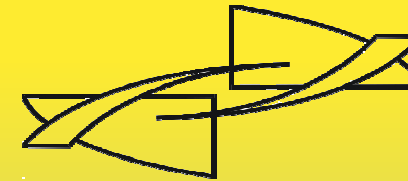


Berufsbildende Schulen I Uelzen



Wir leben Nachhaltigkeit!



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Projekt der Klasse 2-FOW-A



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Manager:

- Fuad Hagjoviq
- Chelsea Wenzel
- Mathis Goosmann

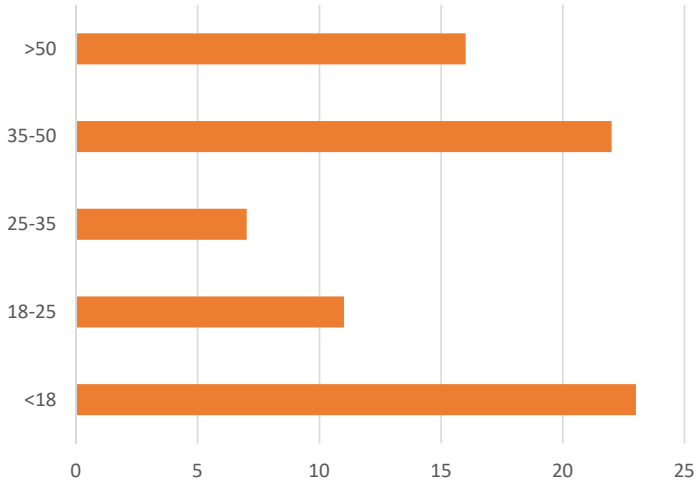


Küstentee
Der Tee aus der Region

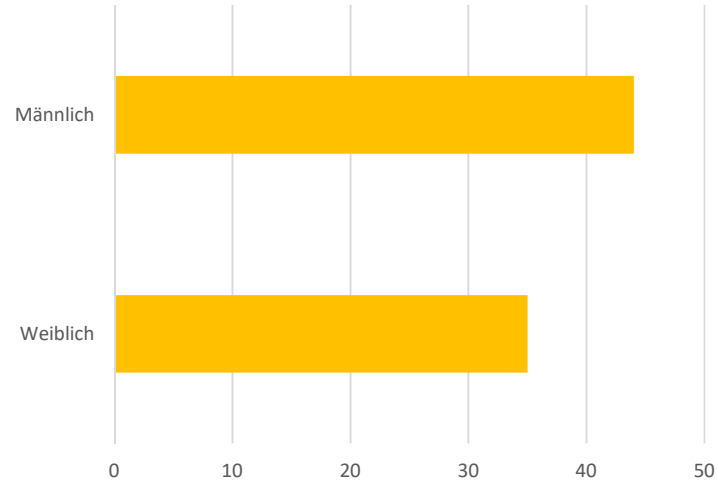
Structure

- Survey findings
- Concept
- Flavours
- Range of products
- Starter package
- Promotion tools
- Advertising spot
- Pros and cons

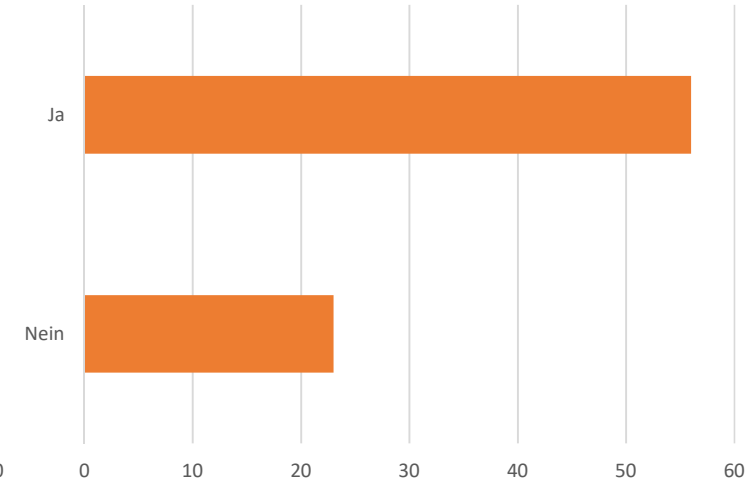
Age



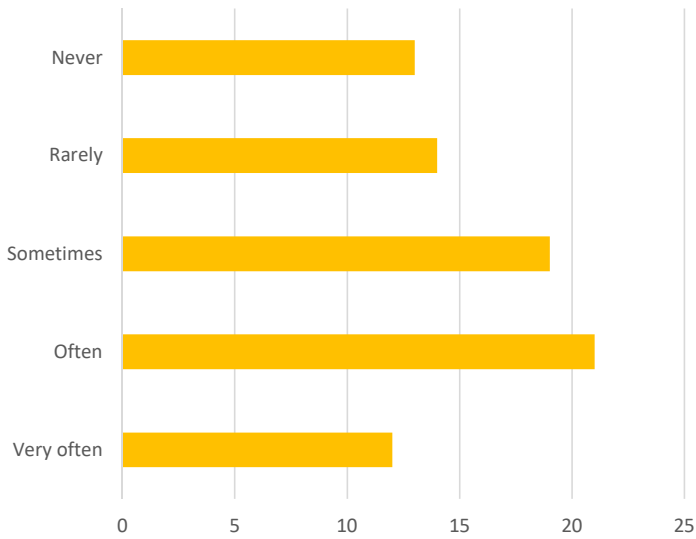
Gender



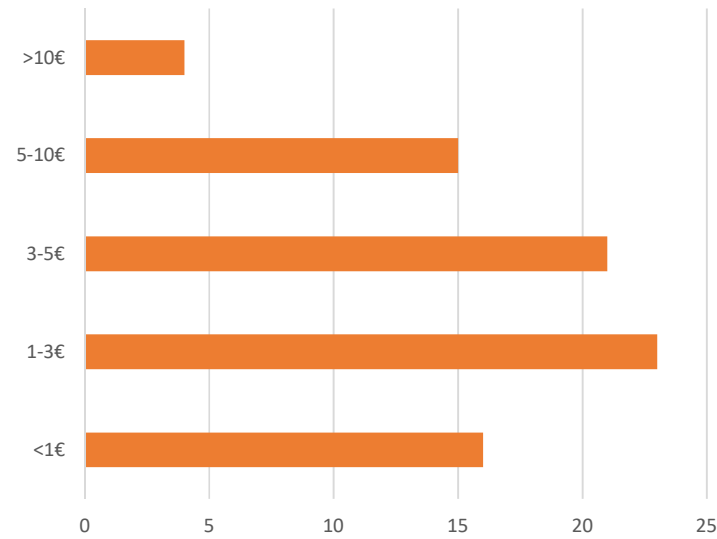
Do you use a thermal mug?



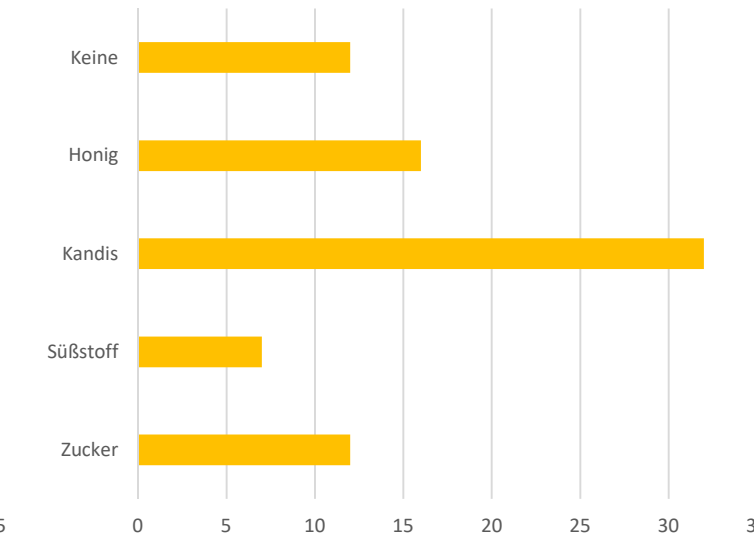
How often do you drink tea?



How much would you pay for tea?



Which sweetener do you use?





Concept

- Environmentally friendly tea
- Regional
- Different flavours
- Tea inside of rock sugar cubes

Flavours

- Peppermint
- Green tea
- Fruit tea
- Black tea
- Camomile
- Ginger
- Herbal tea



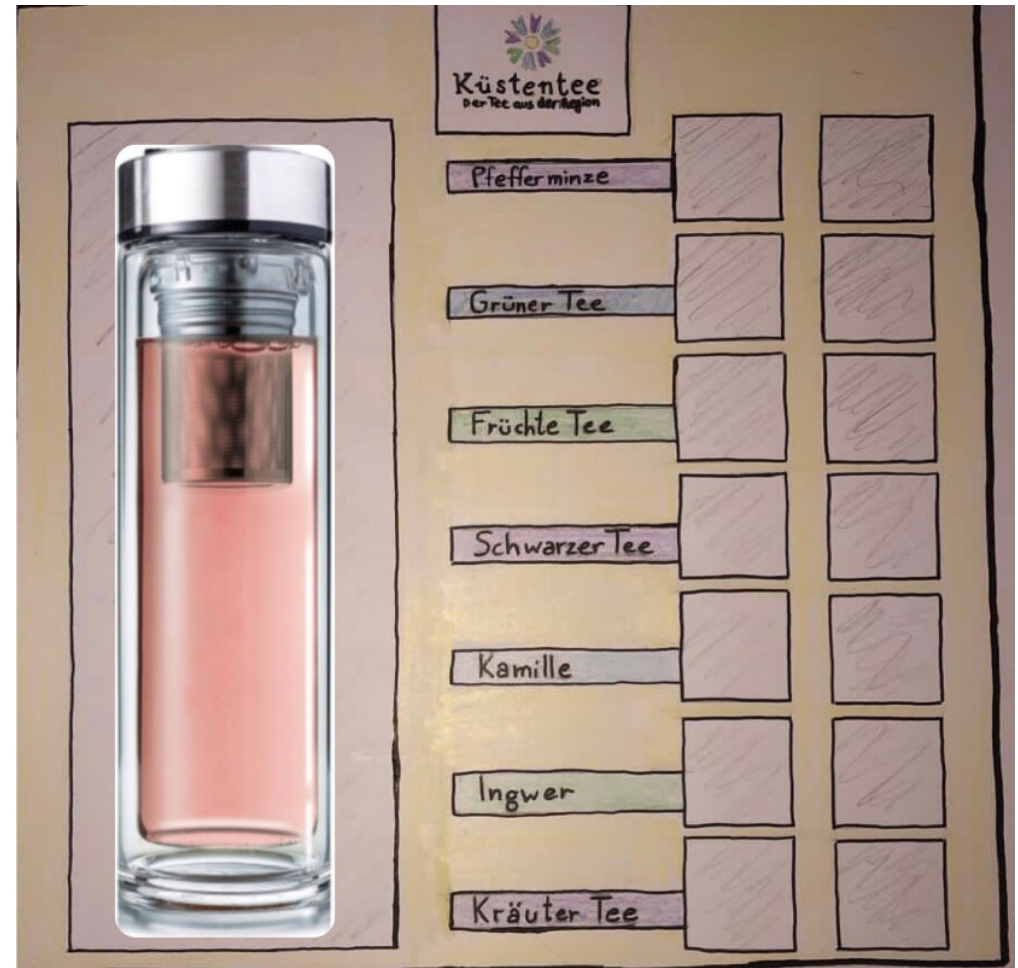
Range of products

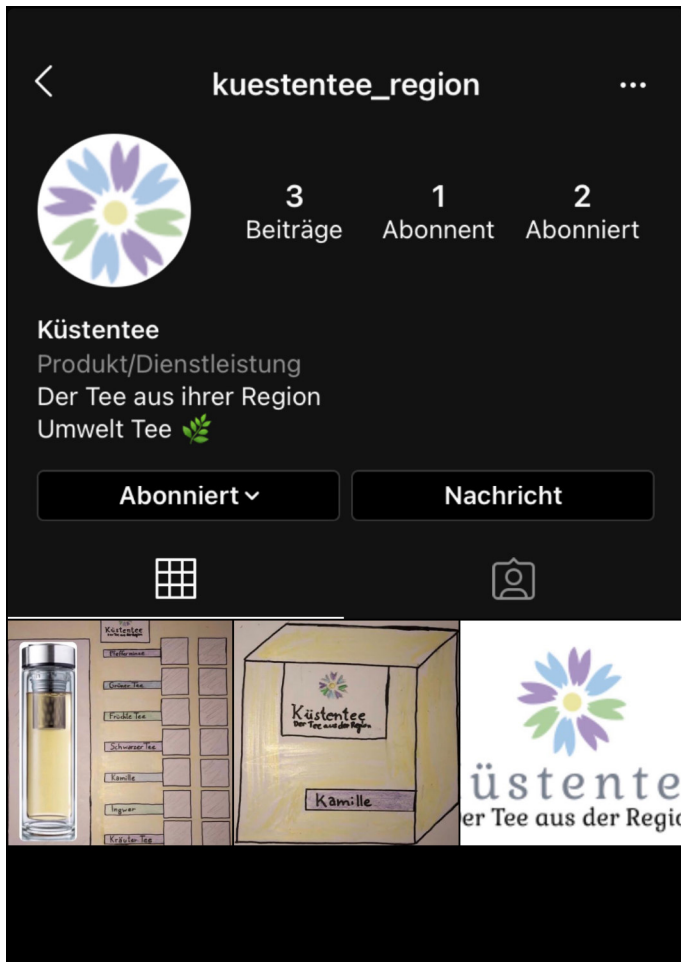
- Package with 20 cubes: 5€
- Package with 10 cubes: 3€
- Thermal mug: 20€



Starter package

- 22€ including thermal mug and tasting varieties
- 14 cubes
 - Two of every flavour





Promotion Tools

Advertising spot



Marketing

Price

- Cost oriented

Point of sale:

- Online shop

Pros

- Environmentally friendly
- No useless trash
 - No tea bags



Cons

- Some people don't like sweetened tea
- People need a specific bottle



Sources

- Own ideas and pictures

Thanks for your attention!



Weitere CI/CD Vorgaben:

Schriftart: Arial schmal

Bildquellen mit Quellennachweis versehen:



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BEISPIEL FOTO AUS DEM INTERNET

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auf der das Foto steht (nicht die Adresse des Fotos selbst), Zugriffsdatum.

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