

Berufsbildende Schulen I Uelzen



Wir leben Nachhaltigkeit!



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Projekt der Klasse 2-FOW-A



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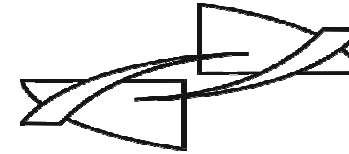
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Wir leben Nachhaltigkeit!

Lunchliebe Heiße Suppe für kühle Köpfe





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).



Heiße Suppen für kühle Köpfe



Project – BBSI – Business & Economics – Mr.Nierath
By: Joolie, Nele, Vivien & Stefanie

Setup

- Lunchliebe - what's that?
- Where can i get Lunchliebe?
- Data & Research
- The 4 P's
- Marketing – close up
- Spot
- Pro & Cons
- Résumé


Just a Soup?

- Traditionell recipes
- Without any chemical additives
- Prevents food waste
- Pledge system avoids plastic waste
- Powered by solar energy
- Vegan





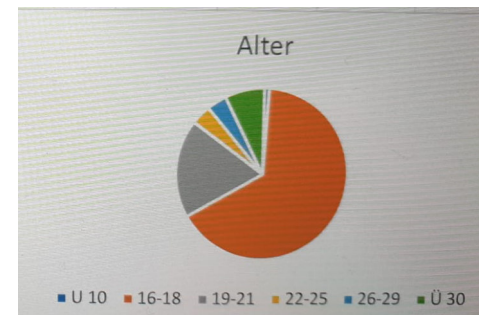
**Bring your
own spoon.**

 **55,50%**
Healty nutrition

 **48,50%**
Potential customers

 **57,40%**
Strongly interested

Age



Gender



The 4 P's

Product

- Good for you!
- Good for the environment
- Eco & fair

Place

- Sold via vending machines
- Later cooperation with local supermarkets

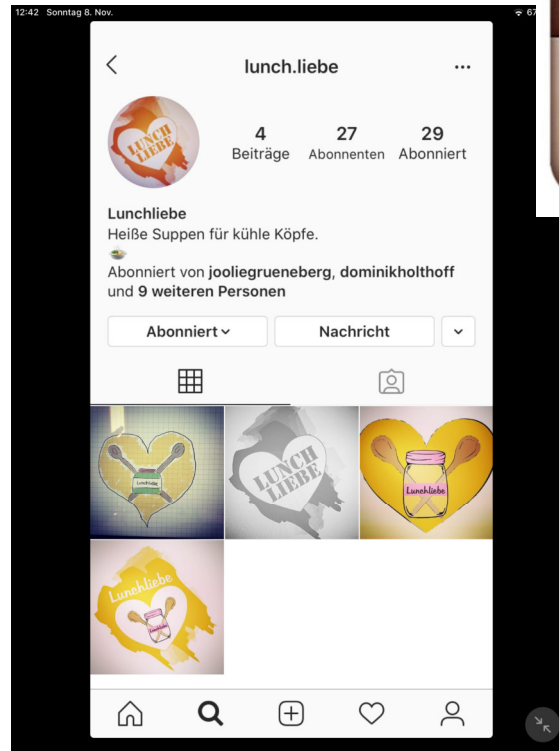
Price

- Start with low price strategy
- Price = 3€ plus 1 € pledge
- Introductory price catches interest

Promotion

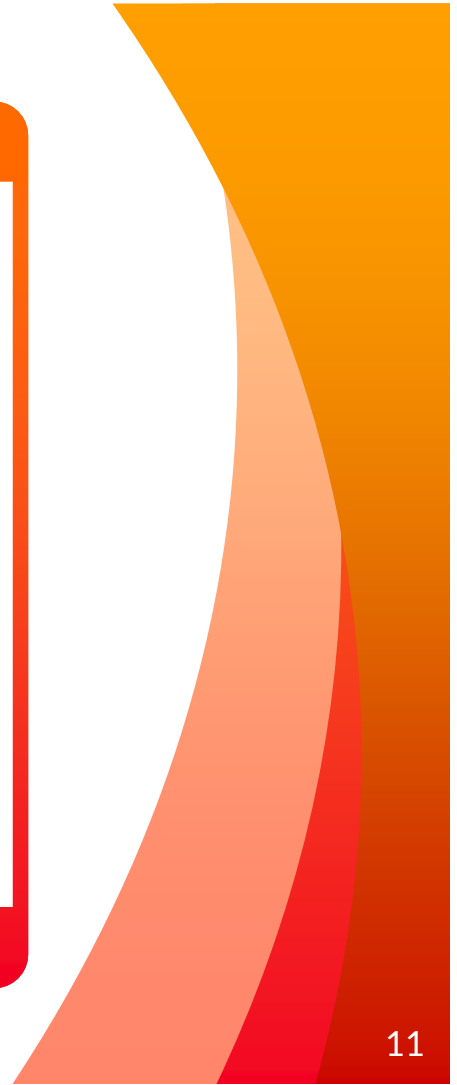
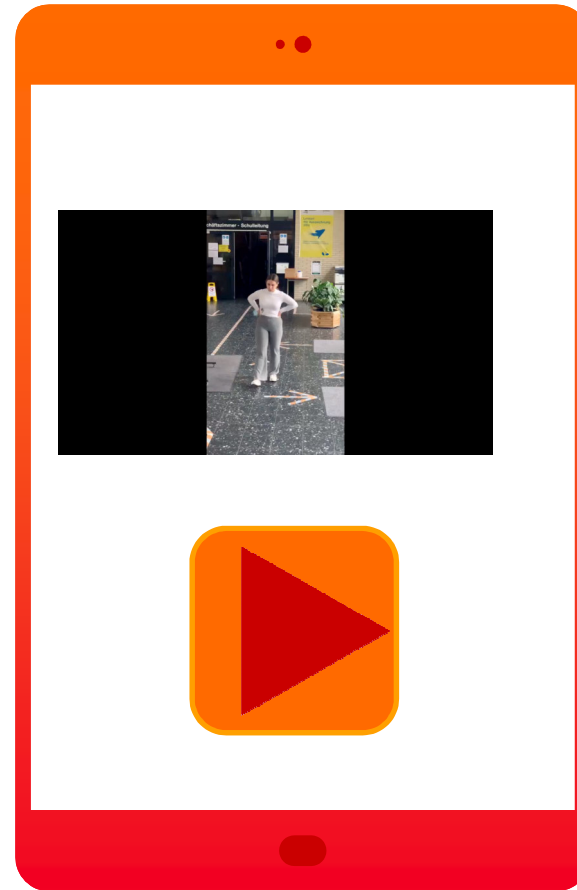
- Posters & Flyers
- Instagram
- Cooperation with Youtube influencer
- Clip

Marketing





Advertising clip



Pro & Cons

Pro

- Affordable hearty meal
- Always available
- Organic & healthy

Cons

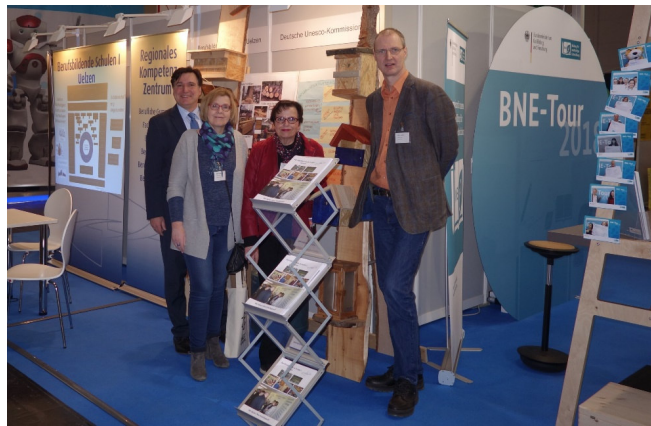
- Meatlovers will not be satisfied
- Just available in the north of Germany
- Pledge depends on the returning in schools

- **Less food waste**
- **Organic & fair produced**
- **Always available**
- **Less plastic & single use packaging**
- **Animal friendly because plant based**
- **Sustainable & keeps students healthy**

Thanks!
Any questions?



You can find us at:
[lunch.liebe](https://www.instagram.com/lunch.liebe)



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