

ENDRO

ACTION PLAN PRESENTATION



GROUP 2 – TEAM 08P

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WHAT IS ENDRO ?

- > Created in **June 2019** (brand new start-up)
- > Turnover: **39 000 €** since June 5th, 2019 (The year isn't finished)
- > Capital: **16 000 €** via a crowdfunding platform (*Ulule*)



- > The offer: **Organic deodorants**



- > Many Competitors: *Dove, Yves Rocher, So'Bio Etic, Narta, La Roche-Posay*

ORGANIC DEODORANT

- > Free from aluminum salts, alcohol, preservatives
 - > A **natural formula** based on organic ingredients
 - > A **recyclable jar**, to infinity, reusable as desired and recordable
 - > Several ingredients for their natural properties:
 - > Coconut Oil
 - > The wax of Carnauba
 - > Maize starch
 - > Sodium bicarbonate
- > Palmarosa
 - > Pepper mint
 - > Bergamot
 - > Geranium
 - > Atlas cedar
 - > Tea tree



Price of the Deodorants: **9 euros**

SUMMARY

I. Opportunities and Threats

II. Entry Mode for the foreign market

III. Main Objectives

IV. Financial Public Subsidies

V. Gantt Chart of Endro strategic Plan



OPPORTUNITIES

Free movement of goods within the EU

French enterprise willing to export to Belgium --> **no exports costs (customs, nor duties in this category)** since France and Belgium are both part of the EU

Turns weaknesses (not being sell in big retailers) into marketing

Exclusivity of the product

Quality and effectiveness as bio-product

Concerns about the **impact of human consumption** and the ingredients of the daily-use products are on the rise

Increase in on-the-go and active lifestyles

>> More hygienic routines

Global Deodorants market is expected to reach **USD 23.95 billion** by **2023** (Mordor Intelligence, 2019)

Opportunity to participate in the market, despite big enterprises

“**Made in France**” as a commercial argument

Synonym of quality and originality for foreign consumers

Adoption of the product

Bulk network and **organic stores** in Belgium

Distribution opportunity + Belgian consumers spent 760 million euros on organic products in 2018



THREATS

Unilever and Beiersdorf continue to dominate the Western European deodorants market

Both saw shares grow over the review period last year, fueled by product innovations

Several Western European brands either emerged or launched 'bio' deodorants innovating in new versions of the product such as solid deodorants = direct competition

Not being sell in any of the leaders of the supermarket chains in Belgium

(Aldi, Carrefour Market, Delhaize) people could find the direct competing products

The two easier and most effective ways to transport goods from France to Belgium have regular-to-low quality

+ Cost of insurance

Road and rail quality could potentially make the delivery time slightly longer

The most potential competitor, Lamazuna, offering very similar product-price and sharing the same vision

Many major brands have opened production plants or distribution centers in Belgium

Might offer cheaper products

ENTRY MODE

Bulk networks:



- Values and commitments: **reduction of packaging and food waste**, the creation of **social links** and the fight against economic inequalities, the **development of employment** and the local economy and finally supporting responsible and **sustainable consumption**
- Present in France but these types of stores are also very **omnipresent in Belgium**
- Easier communication within the **network “Réseau Vrac”** (inter-professional association) thanks to the connection between France and Belgium

= **The most appropriate to Endro's vision**

ENTRY MODE

Organic Stores:

- In Belgium, most organic stores are independent
- Need to **approach each merchant one by one** = Process too long
- Use a **sales agent** to connect traders with producers = Create a network with organic retailers in Belgium
- Negotiate your **entry into organic stores** such as *Bio Planet* (17 stores in Belgium)

= A very interesting opportunity but one that requires a longer process and long negotiations



Quantitative objectives

- Raise of the sales of Endro's deodorants by **10 %** in a period of **1 year after the launch** in Belgium.
- Thanks to the new sales, **raise of the production of deodorants by 15%** to avoid backlog and anticipate an eventual other raise of sales.
- Becoming the **number 1** on the market of 100% natural deodorants in France and Belgium (5 years).

Qualitative objectives

- **Increase the brand image** of Endro by creating a community on social media and by organising different events along the year.
- Continue to use only **100% natural products** to promote the ecological image of Endro and the respect of skins and bodies.
- **Innovate and create new formulas** of deodorants with natural products in order to propose others good quality products.

FINANCIAL PUBLIC SUBSIDIES

Belgian Public Aids



Aids vary from one region to another.

- In **Wallonia**, any company can apply for an **investment bonus** if they have a location in the area.
- In the **Brussels area**, there are **multiple bonuses** for a **huge variety** of business actions. You also have to be based in the area to be eligible.
- These two regions are the two where Enduro can implement themselves as they are the **French speaking** areas.

FINANCIAL PUBLIC SUBSIDIES

European Union aids



- Multiple aids available for **every kind of business**
- **Every country** in Europe is eligible for aids
- **No custom fees** within the European Union
- Can be **added** to the national aids received

French Public aids



- Specific Export aids (loans, insurances, regional aids).
- Governmental platforms with **support and advice** to help exporting companies.
- Public organization present in **85 offices** around the world in **French embassies** and consulates: **French Business**



IMPLEMENTATION PLAN

60 000 euros

Budget for the Strategic Plan

Timing

1 Year between December 2019 and January 2021

1. Structuration and beginning of the strategy

Definition of the objectives according to the report
Capacity of Endro for this project

2. Confirm the project and ambition

Put in place meetings with investors, cofounders, banks, ...



Objectives for the end of 2019

Time: 1 Month Budget: 0

IMPLEMENTATION PLAN

Objectives in 2020 :

1. Official Launch the products on the market

Travel to the main points of sale, journalist Interview, Organization of events in Belgium to introduce deodorants

Time: 3 Weeks Budget: 5 000 €

2. Control of the efficiency

Carry out marketing studies and figures to assess the evolution of the project. This step is crucial in order to adjust the actions to be implemented in the future. Several time a year.

= Cost-effectiveness analysis

Time: 2 Weeks Budget: 15 000 €

3. Launch of advertising campaigns

Advertising campaigns

Online campaign via Social Network

Emails targeted to the customer for opening new products

Time: 2 Months Budget: 15 000 €

4. Objectives in end of 2020 and 2021

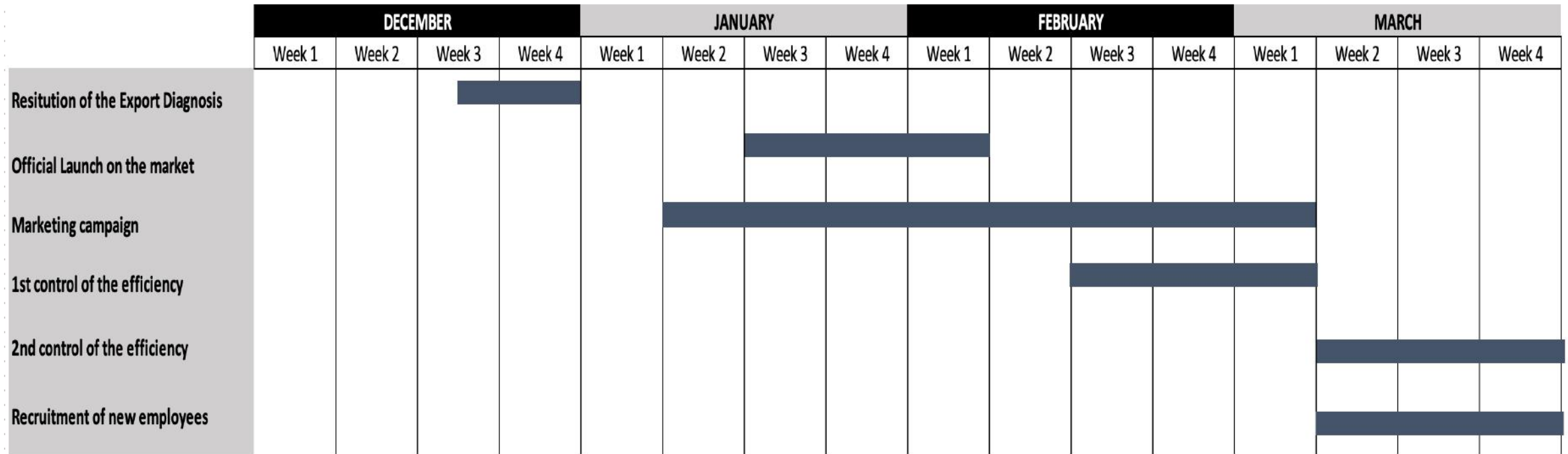
Employ and training of employees because an increase in the number of demands requires a different management and in number

Objective: Meeting the needs of the French and Belgian markets simultaneously

Time: 1 Year Budget: 25 000 €



IMPLEMENTATION PLAN - GANTT



The background of the image is a close-up, high-angle shot of numerous green fern fronds. The fronds are densely packed and overlap each other, creating a complex, textured pattern of green. The lighting is soft, highlighting the fine details of the leaflets on the fronds. The overall color palette is various shades of green, from deep forest green to lighter, more vibrant greens where the light hits.

THANK YOU
FOR YOUR ATTENTION