**Stern Stewart Institute: Starting up @ bit**

**Group: 3**

**Members:**

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**1. Product & Market**

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| **a) Product & Service** |
| Q1: Which products and services do you want to offer? |
| sell and deliver vegetables |
| Q2: Which of your customer’s problems are you solving and which needs are you satisfying? |
| Customers problems:   * the lack of bio and local vegetables in the local market * problem of vegetables transportation * the lack of local consumption   Needs that we are satisfying:   * consume local vegetables * access of local and bio vegetables to all the burkinabe |
| Q3: What value do you deliver to the customer (value proposition)? |
| * access of fresh and bio vegetables all time along the year * each seller get a agricultural consultant to accompany him * promotion of the local farmers and their products |

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| **b) Market** |
| Q1: Who are your customers? |
| hotels, restaurants, private individual |
| Q2: Who are your biggest competitors? |
| Heroine market, Groupe Waka, Fati Legume, market places, vegetables stores |

**2. Marketing**

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| Q1: What is the name of your company? |
| Bio-Raaga |
| Q2: How do you raise awareness about your company’s products and services? |
| SEO, Social media publications(Facebook), local influencer ,google adsense, Radio and TV advertisement, periodic fairs |
| Q3: Which marketing channel is your most important one? |
| TV advertisement |
| Q4: What do you want to tell your potential customers? |
| We offer local and bio products, buying our products you support local producers and decrease unemployment rate. With us you gain in time and in economy to get fresh and bio vegetables |

**3. Supply Chain**

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| Q1: Where should the raw materials of your product come from? |
| * villages , farms around the cities * packing company |
| Q2: From which suppliers could you procure the raw materials? |
| * local farmers using natural fertilizers accompanied by the consultant * EMBALFASO, CAREM for the packing |
| Q3: Where do you want to store your intermediate/ final products? |
| * refrigerated containers based in the different plants(solar one possibly) |
| Q4: How do you deliver products to your customers? |
| * home delivery with car and motorcycle * reservation * point of sale |

**4. Finance**

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| **a) Revenues** |
| Q1: Which key factors/ dependencies do you need to consider to set a product price? |
| - Distance between the harvesting point and the supply point  - Difference in plant species  - Harvest seasons  - quantity  - packing  - verify that the products are bio |
| Q2: What might be reasons to change your product price over time? |
| - seasons  - Distance between the harvesting point and the supply point |
| Q3: Could you exemplify for one of your products how you would estimate the sales volume? |
| -At the beginning with tomatoes  Ouagadougou only -> 7kg/day for 100 restaurants |

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| **b) Costs** |
| Q1: Which one-time costs are required to set up your business? |
| * premises * website hosting * Solar installation for electrification * Transportation vehicles * air conditioner |
| Q2: Which running costs do you need to consider and what do they depend on? |
| * Transportation costs * Employee salaries * Raw materials costs * Water bills   All the costs depend on the quantity of the sold products and the current season |
| Q3: What might be reasons why your running costs change over time? |
| * During the dry season, the vegetables are rare making the price increasing over the time * Delivery price depend on the distance |
| Q4: How can you reduce your running costs? |
| * Focus on the most demanded products to sell instead of selling all the existing products * Buy products to the wholesalers |