

**Decide on
what to do
next**



STEP 4: DECIDE ON WHAT TO DO NEXT.

Congrats you have built awareness of your key uncertainties, you have mapped your strategic choices, now is time to build the entrepreneurial drive.

NO REGRET MOVES

List all actions that will help you in all (or most) scenarios. Those can be implemented directly. For example build a closer relationship to your customer.

- ◆ - Offer the possibility to test our products (lending a pot for 2 months for 50 euros)
- ◆ - Find funding
- ◆ - Be active on all social networks (setting up partnerships with influencers)

BUILD OPTIONS

List all actions that expand you strategic action field. For example find and make preliminary contracts with alternative suppliers.

- ◆ - Invest in Research and Development
- ◆ - Create a loyalty program (premium card, reduction, personalized service, etc.)
- ◆ - International communication and B2B in order to expand abroad
- ◆ - Diversify his offer

PLACE BIG BETS

List actions that are risky, but highly interesting. From this list you can choose to make big leaps of faith that shape the future of your company or industry.

- ◆ - Only going B2B (restaurants' owners)
- ◆ - Going international
- ◆ - Internationalization of the manufacturing
- ◆ - Partnerships, mergers and acquisitions with companies

CREATE A CONSISTENT STRATEGY

Strategy A: MPF is on track for sustainable development

MPF is on a sustainable track

In a complex world where consumers are increasingly concerned about their ecological impact, where they are looking for healthier food, where urbanization is increasing, where gardens are becoming scarce, where nutrients and flavours are disappearing from food, MPF has been able to adapt to these challenges.

Therefore, MPF has to consider four trends : the consumers' life style, ecology, the distribution of the product and innovation.

This is why MPF must introduce nutrition counselling in its application, it has to diversify its offer with vegetables and fruits' seeds, making sure they are rustic. Because MPF targets a sustainable track, it needs to market its product in store in order to organize demo sessions while recalling people on the importance of their ecological impact. Hence, this franchise gives MPF the opportunity to welcome children and introduces them a kid-version. Thus, MPF is committed not only to developing an innovative system, but also to creating a real community by educating young people about the importance of having a nutrient-rich diet.

To make sure MPF creates a real community, it can offer customers the possibility to rent a Smart One for two months for fifty euros. After these two months, the customer can either buy the Smart One or send it back. this community can be strengthened by communication on social networks by influencers. They would share the evolution of their garden and the results obtained.

MPF must take riskier decisions in order to strengthen its competitiveness such as investments in Research and Development, international communication and a diversification of its offer. Also, with the idea of creating a MPF community, the company can offer a loyalty program with premium cards, reductions and personalized services.

In order to keep a good pace on its sustainable development, MPF needs to look for funding. However, a merger or acquisition could lead to the disappearance of the values to which MPF is attached. . MPF's made in France is valued by consumers, it participates to France's international influence. Hence, there are few actions to avoid even though MPF meets difficulties to expand.

Solutions

**MPF on a track
for
sustainable
development**

Nutrition Counselling on Eve

- Diversify seeds: vegetables and fruits
- Add chef's healthy recipes on the app

Increase MPF's community

- Smart One Kid version
- Influencers' partnerships
- Loyalty program

Marketing of Smart One

- Creation of a franchise

Investments in Research and Development

- Development of new garden pots