

Pat Byrne 50% Ronan Carton 50%

Fallon and Byrne Online Farmers Market

Conceptual description of the domain

Business case

Fallon and Byrne are an established green grocer based in Dublin. They sell quality food items from vegetables, meat, fish and dairy to chocolate and wine. They have a range of gift items which range from designer kitchen items to long life luxury foodstuffs.

At present, their online presence serves to solely advertise their offline business, which operates from their shop on Exchequer Street and two smaller shops in Ranelagh and Phibsborough.

Fallon and Byrne have an established relationship with Irish agri food suppliers, from organic farmers and growers to artisan food producers.

They have realised that there are two opportunities for their business in the online retail environment.

1. To increase sales from their established outlets by setting up an online food shop.
2. To offer a single site where consumers can buy from a broad range of Quality Irish food and gift suppliers. At present each supplier tends to operate within their niche market and from their individual site.

The proposal is twofold:

1. To activate the online retail opportunities for the already established and trusted brand Fallon and Byrne. This will initially be focused on the Irish market.
2. To develop an umbrella retail site for quality Irish Suppliers, that will be a unique online farmers market where users can purchase from a broad range of quality Irish food.

Online food sales need a strong offline retail presence to gain traction, online trust and credibility.

Competition

The online business does not intend to compete on a cost basis with supermarkets. It intends instead to marshal the current strong *buy local* and *buy Irish* sentiment amongst Irish consumers. This will be a particular focus, and Unique Selling Point for the online business. The site will also illustrate a fairer deal for Irish suppliers.

Target Market

Fallon and Byrne is an established brand, recognised for the quality of their produce and their commitment to Irish suppliers. Because of the small number of retail outlets many people only visit the shop when they are in the general area – this will give them the opportunity to sell

constantly at first nationally. The target is A,B,C1 ie middle class.

Surveys show that a majority of existing customers come from middle class areas with average or above average disposable income. Initial marketing campaigns will be targeted at this general profile.

Sales and Delivery

Online with delivery to door orders dispatched through already established retail outlets and or directly by suppliers. The objective is to extend the brand nationwide immediately with a local supplier network.

The core data entities the application will process are user details, stock details, payment details.

The user groups are a) shopper and b) retailer.