



Presented by:

Aashita NOAH
Manon GERME
Emilie VEYSSEYRE
Sukhmani BAGGA



Company Overview

Founders:

Michel De Rovira



Augustin Paluel-Marmont



Company Overview

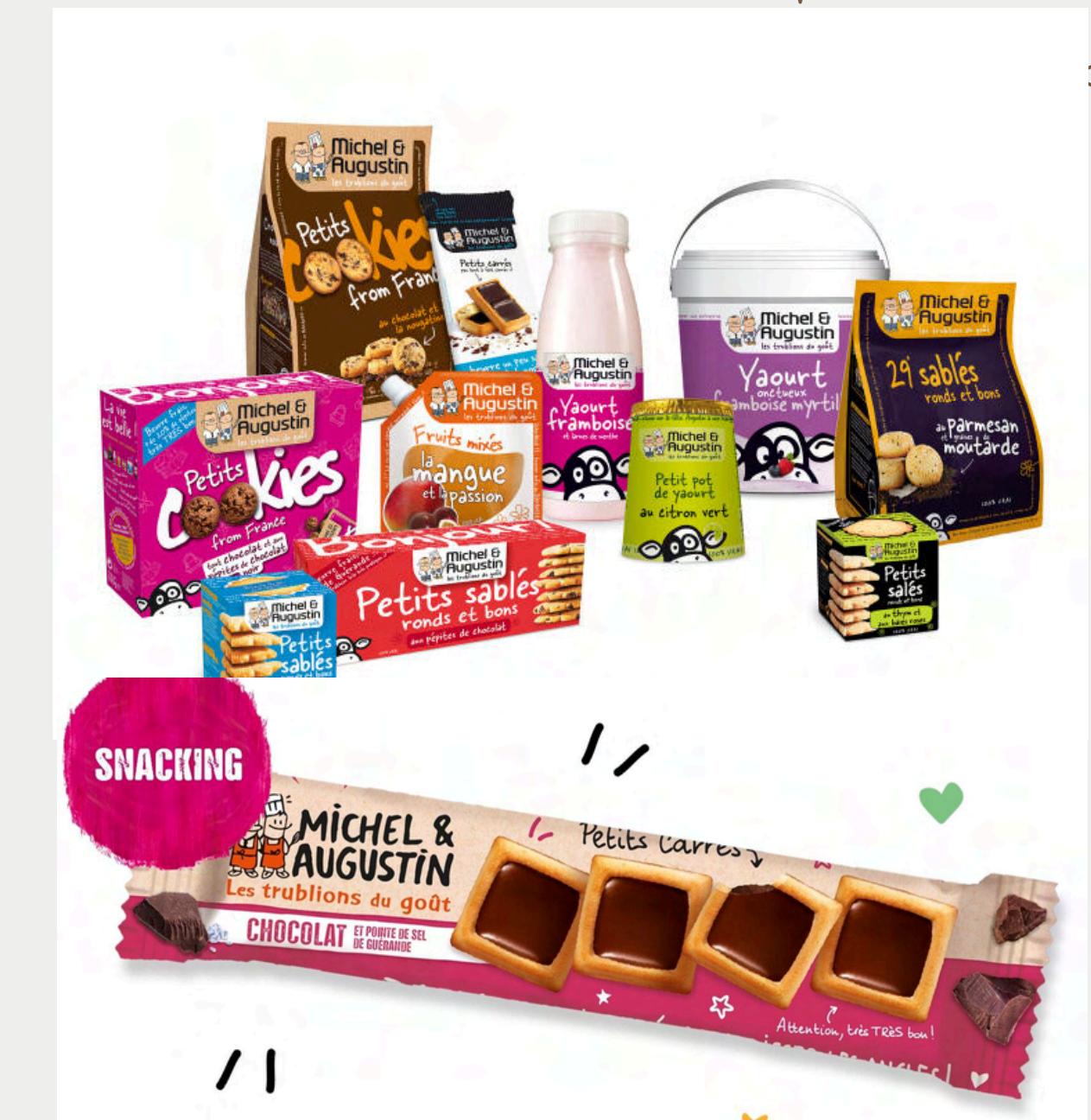
Industry: Food and Beverage

Founded: 2004

Headquarters: Paris, France

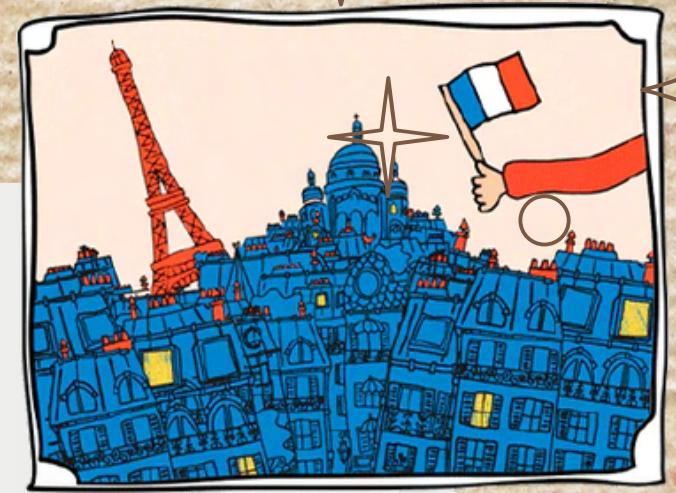
Distribution: Supermarkets, speciality stores, online stores

Product range: Cookies, chocolate products, yogurt drinks, Petits Carrés



History of the brand

- Common vision for Culinary innovation
- Passion to create a brand with transparency with customers
- The bakers peddled their cookies around town, making friends with shop owners who loved their energy and unorthodox way of doing things. "Michel et Augustin" was born



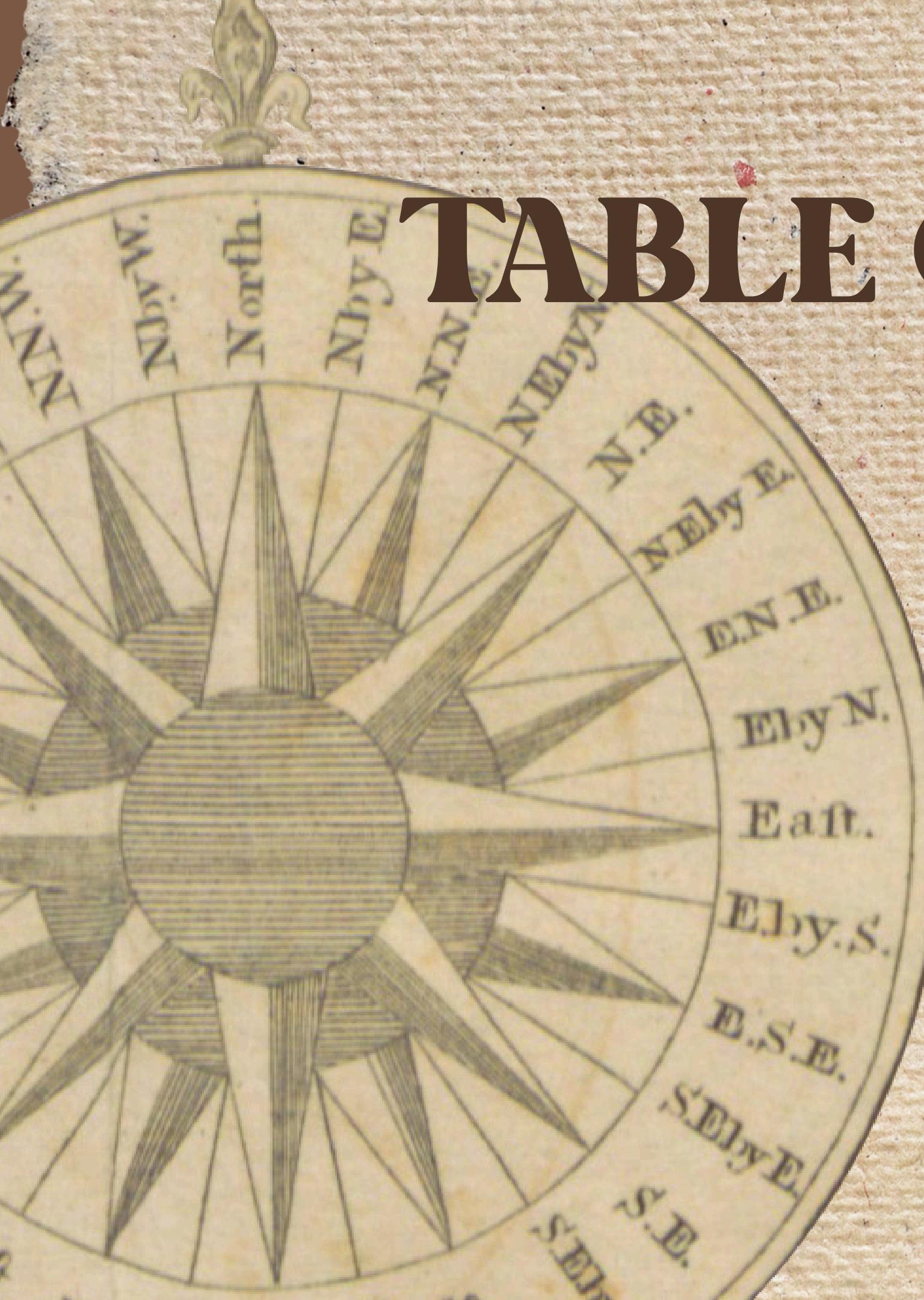
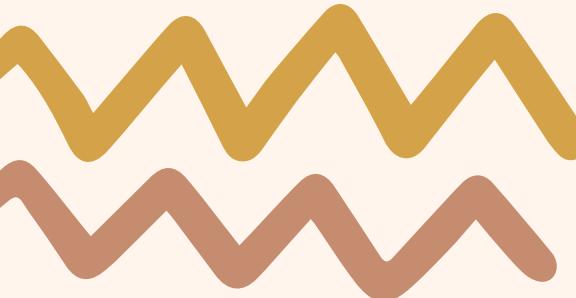
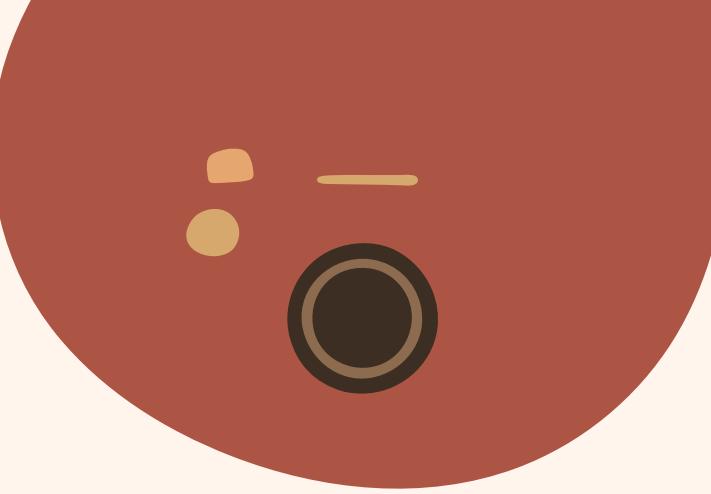


TABLE OF CONTENTS

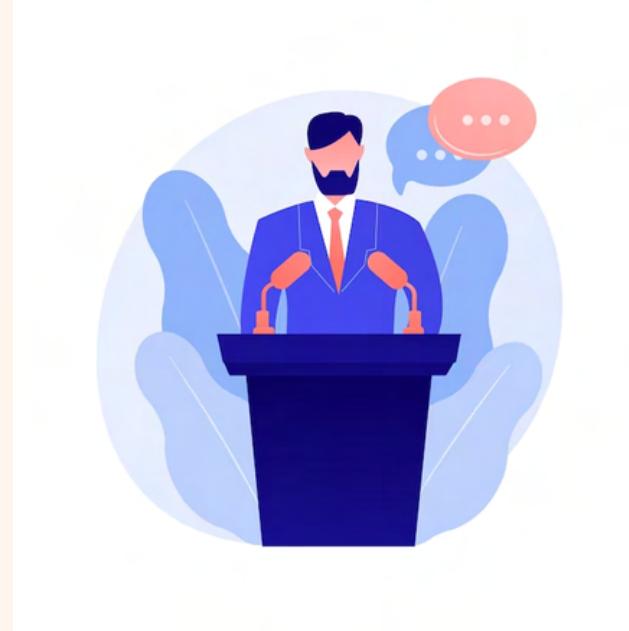
- I. Opportunities and threats
- II. Strengths and weaknesses
- III. Current strategies
- IV. Final Strategic recommendations
- V. Conclusion



Opportunities and Threats



Opportunities



Political:

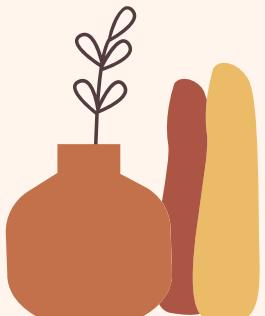
The 18.5% rise in the exportation of goods in France. This indicates a potential growth in the market

Economic:

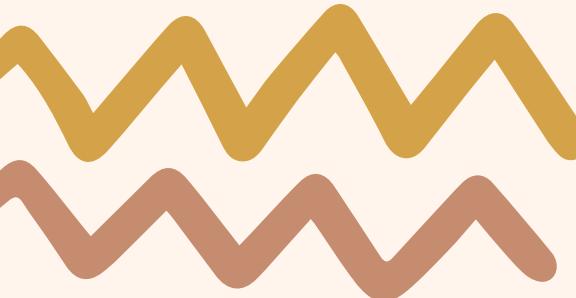
No Data Found

Sociocultural:

"Consumer demand for product transparency, leading to the creation of a logo and QR codes"



"90% of customers desire more transparency in product origins"



Opportunities and Threats



Opportunities



Technological:

"The implementation of QR codes to provide customers with information about the origin of products, showcasing a commitment to transparency"

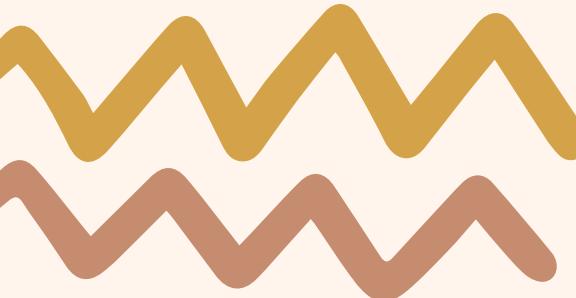


Environmental:

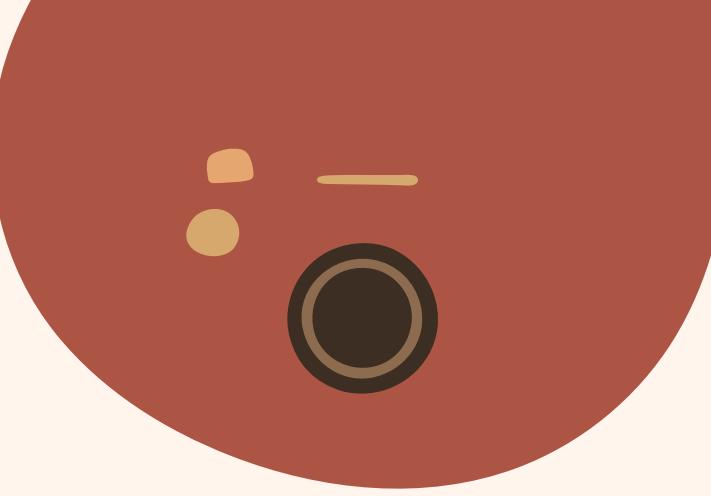
No Data Found

Legal:

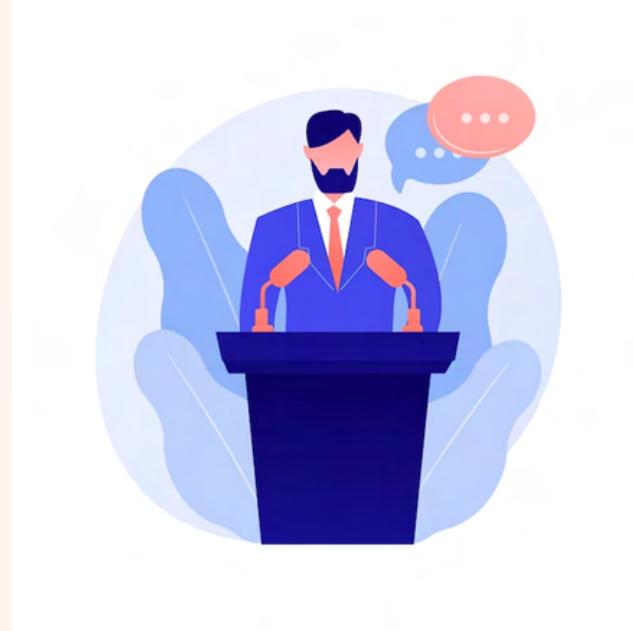
No Data Found



Opportunities and Threats

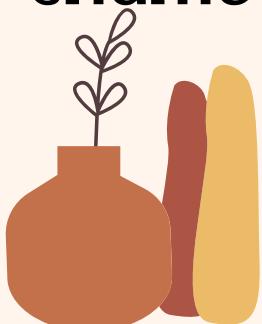


Threats



Political:

"The Minister of the Economy's push for lower prices, name and shame tactics, and the legal duty to report shrinkflation."

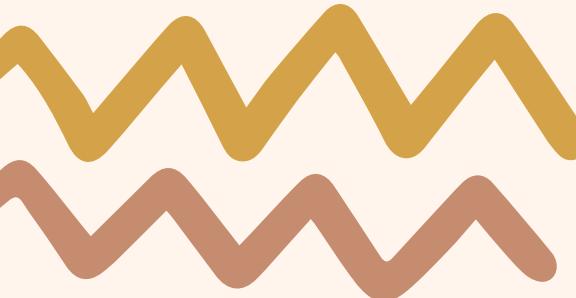


Economic:

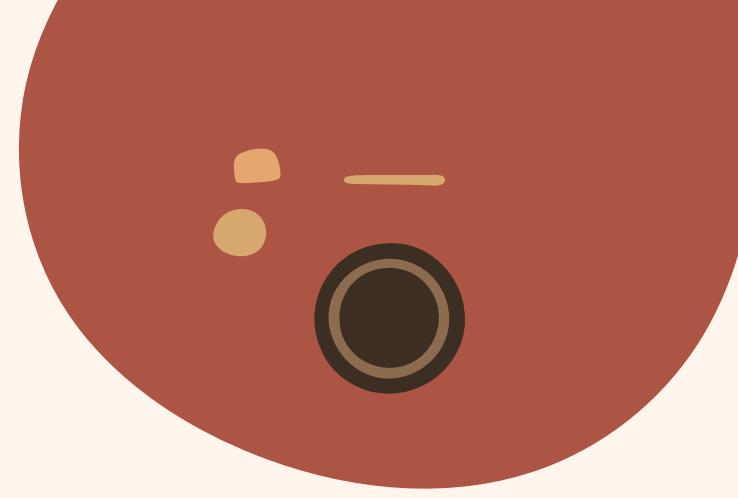
"Inflation, reaching up to 19%, and the potential shift in consumer behavior towards subsidiary brands due to increased prices."

Sociologic

"Increase on prices impact consumer choices, with a tendency to opt for subsidiary brands."



Opportunities and Threats



Threats



Technological:

No Data Found



Environmental:

"Legal actions against firms for "overpackaging," emphasizing the need for sustainable packaging practices."

Legal:

"The government's actions to ban shrinkflation."

PORTER'S FIVE FORCES



Competitive Rivalry:

The French firm LU and Danone.

Buyer Bargaining Power:



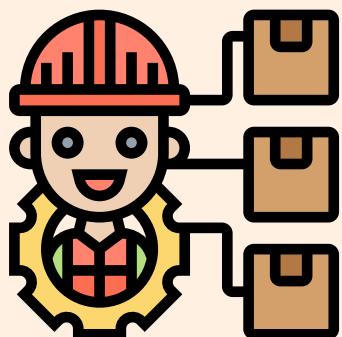
Threats of Substitutes:

Threat of substitutes in supermarkets but in the high-quality product field, the threat is comparatively lower.



Threats of Entry for New Firms:

Challenges for new entrants, especially in the high-quality products category where there may be fewer substitutes.

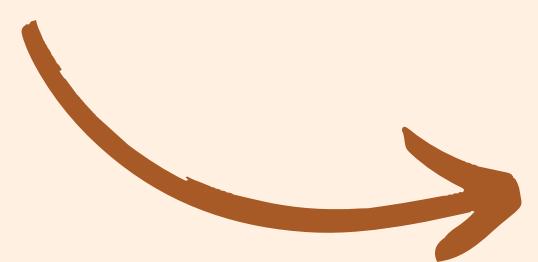


Supplier Bargaining Power:

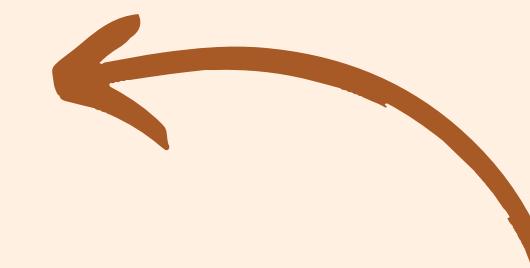
Increased of supplier bargaining power after the firm's integration into Danone and mention the collaboration with Michel & Augustin.

STRENGTHS AND WEAKNESSES

VRIO



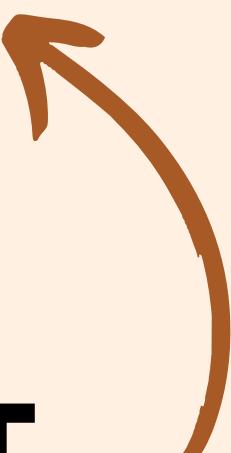
RESOURCE
BASED VIEW



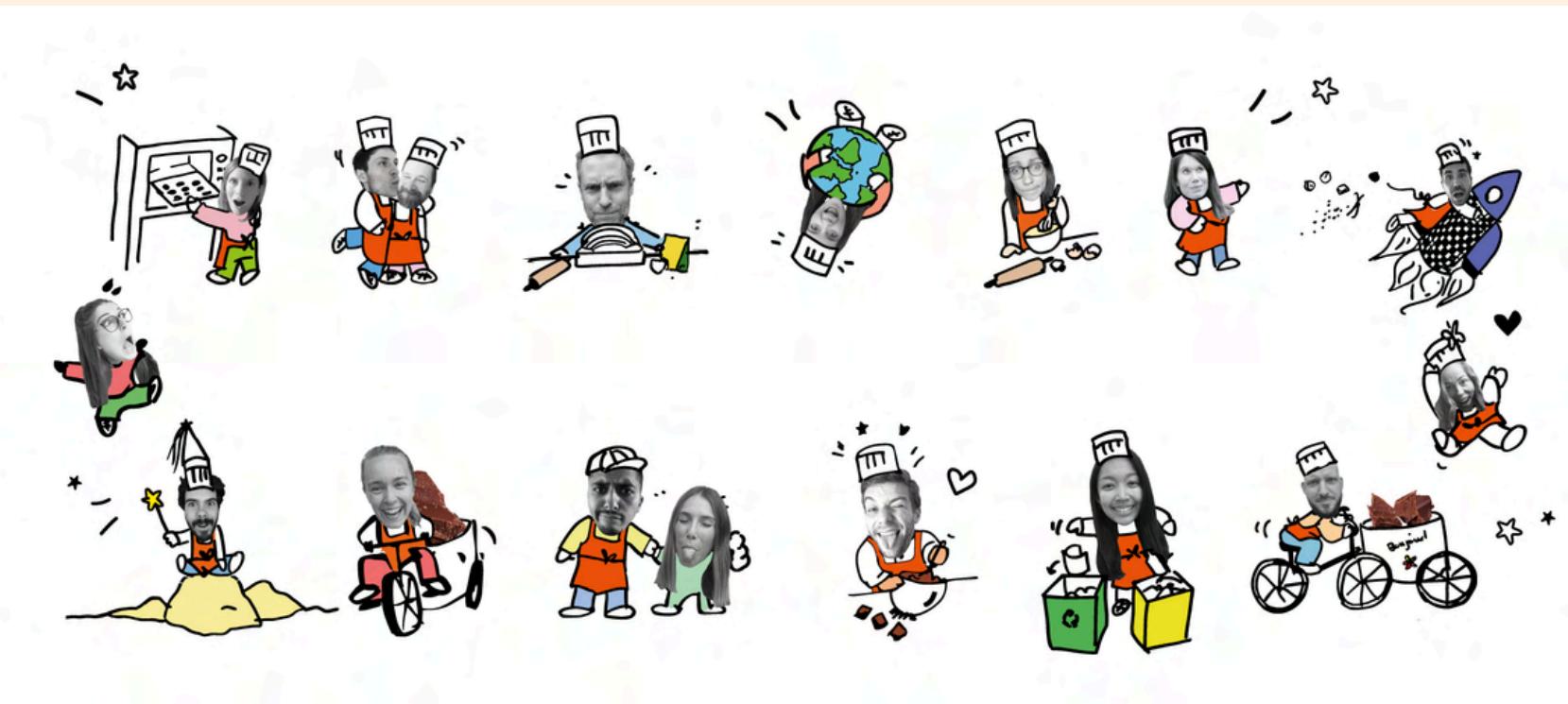
COMPETITIVE
ADVANTAGE



SWOT



RESOURCE BASED VIEW



01 Tangible resources

- High-quality ingredients
- Various distribution channels
- Stable financial situation
(strong ownership)

02 Intangible resources

- Corporate culture
- Good reputation
(quality, CSR, friendly approach)

03 Human

- Cooking skills
(patisserie training)
- R&D skills
- Marketing skills
(marketing campaigns and promoting events)

Capabilities

Innovative spirit

R&D department develops innovative products, packaging, marketing campaigns



Management

Participative, intrapreneurial and happiness management

Quality control

Quality control ensured from A to Z: ingredients, production and packaging

Marketing

Memorable advertisements and events, strong presence on social media

Adaptability to customers

Adaptability to customers preferences and trends

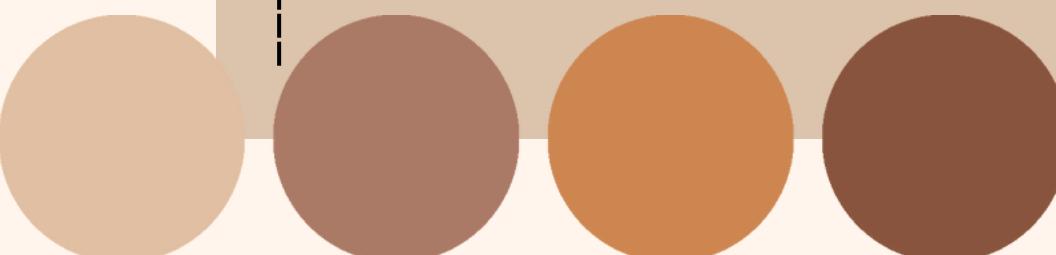
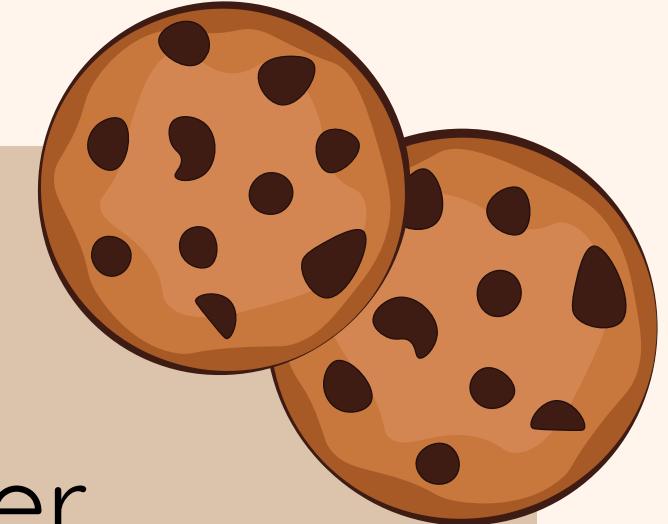


Competitive advantages

- **Differentiation** : focus on smaller targets but with stronger loyalty, focus on taste before cost
- **Customer link** : friendly communications
- **Brand image** : image of a friendly, responsible and innovative firm

VRIO

- **Value** : taste and quality of the products, customer relationship, social and ecological commitment
- **Rarity** : sense of humor, innovative products and packaging
- **Inimitability** : strong brand image, tasty recipes
- **Organizational support** : effective marketing, team R&D department and quality control process



SWOT

Strengths

Positive brand image
Customer link
Corporate culture
High-quality products
Memorable marketing
Widespread distribution channels
Innovation
Financial situation

Weaknesses

Small market
Premium prices
Narrow target of customers
Small range of offerings

Current Strategies

CORPORATE-LEVEL

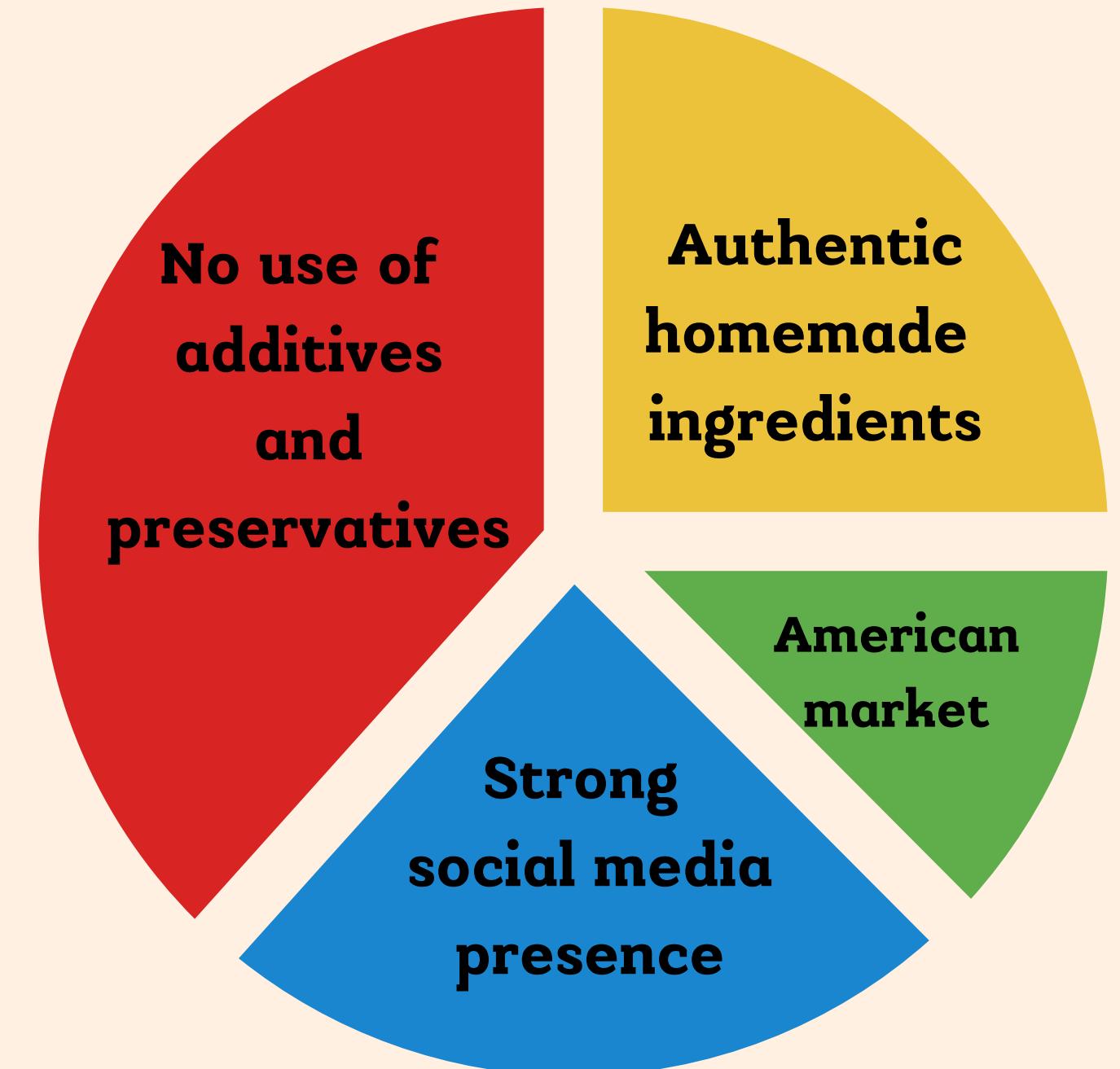
- Diversifying product portfolio by offering wide range of products including desserts.
- Investing heavily in street marketing, which has helped it to stand out from its competitors.
- Its innovation strategy is to create simple and delicious recipes that are peak of taste.
- Mainly focuses on providing high-quality products and services to the customers.



Current Strategies

BUSINESS-LEVEL

- Using on high-quality products without any additives or preservatives
- Differentiating itself from competitors by retaining its promise of authentic, homemade and quality ingredients in all its products.
- Its strong social media presence has helped it in establishing a strong bond of sympathy with its presence.
- Expanding the business globally by opening a bananeraie in New York city to lure American customers.

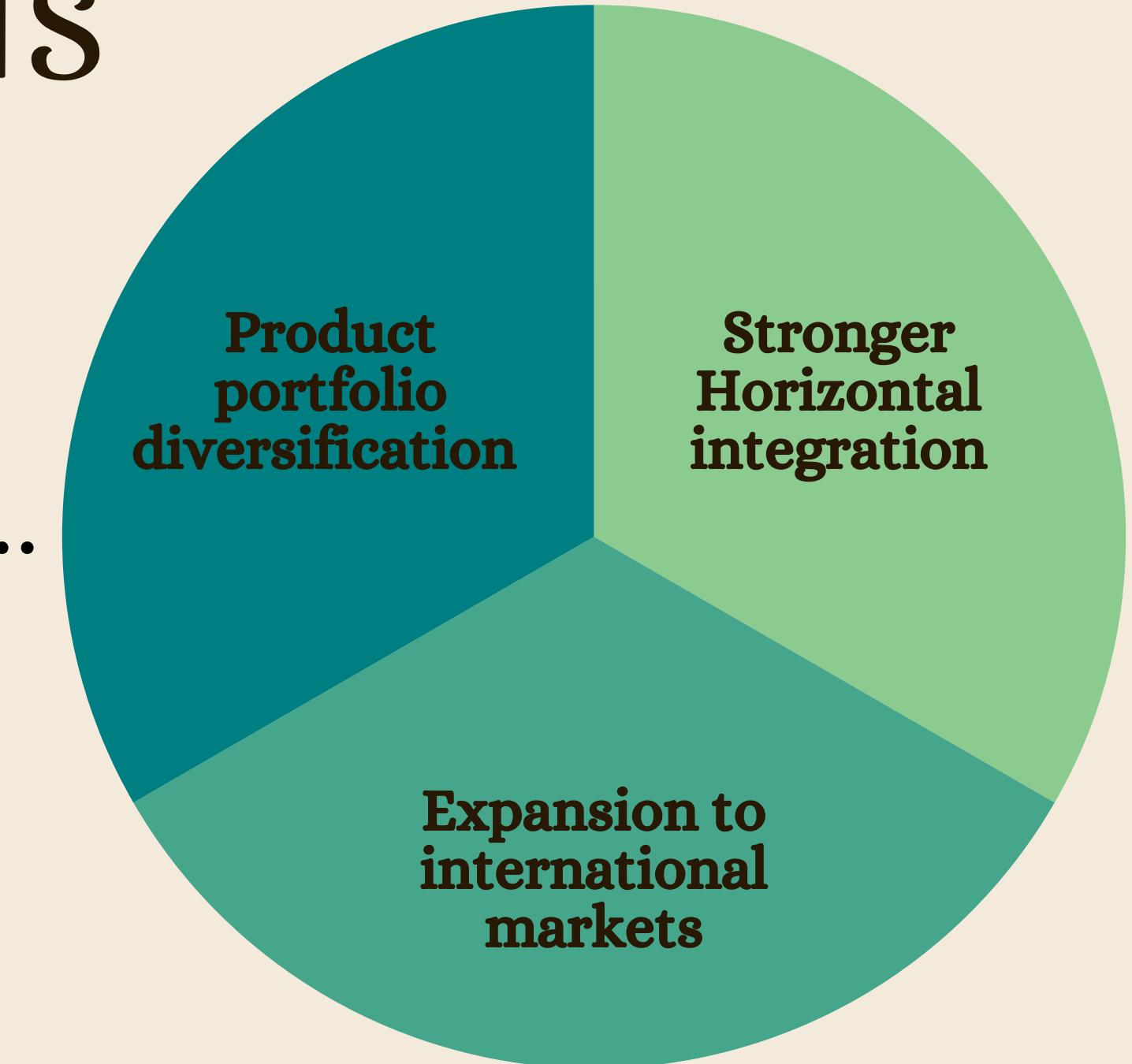


Final Strategic RECOMMENDATIONS



Michel and Augustin could....

- Continue to focus on product innovation and differentiation to stand out in the market.
- Be ready to adapt strategies based on the evolving business landscape by focusing on product and market development with a strong horizontal integration.
- Strategically evaluate opportunities for further international expansion.



YIP Framework



Market Drivers

- Prioritizing customer preferences by Product portfolio diversification
- Transparency of materials used for production

Cost Drivers

- Carefully Evaluate and Manage cost of labor and raw materials,
- Transportation cost of distribution, import and export



Government drivers

- Continue following Regulatory compliances
- Maintaining food safety standards
- High quality packaging and proper labeling

Competitive drivers

- Distinctive flavor and strong customer loyalty
- Strong brand image with unique and creative packaging



Conclusion

In summary, while Michel et Augustin has achieved notable success in building a distinctive brand, addressing the current challenges requires a multi-faceted approach, including organic growth, diversification, internationalization, and strategic alliances. Maintaining the brand's authenticity is crucial throughout this expansion process.

