

Baba Home

BABA
HOME

PRESENTATION OF PROJECT :

Our company was created in 2019 by four brothers. They had set themselves the goal of becoming a millionaire in 2030 but finally succeeded in becoming one year later, at the end of 2021. Our company was initially located in a shop in the middle of Paris and has managed to expand abroad and our chain of shops now extends to the largest cities in the world. The materials and products used for the design of their sites are essentially handmade and quality products. Our company aims to sell quality household appliances at a very affordable and competitive price. BabaHome offers a wide range of original products for all types of personalities.



GOAL :

Our goal is to offer you the best products with an unbeatable price-quality ratio on the market in order to put a smile on the face of all our customers. Indeed our company BABA HOME was elected the best real estate market in Europe in 2021, we knew how to understand our customers in order to sell them our best products at their convenience above all in this period of pandemic.



ARTICLES :

We offer a wide range of household appliances for all budgets, from kitchen utensils to ovens, fridges and more.

We can arrange personal kitchens as well as professional kitchens in restaurants but also in studios as a setting. We offer free delivery services and the possibility to our customers to have their kitchen custom built by professionals at a price never seen before.



FOR THE BEST

ROLES OF EACH MEMBERS :

The manager (Ryan): - *When a company is created, it is mandatory to appoint the manager, therefore the Director of the structure. His/her duties and remuneration differ according to the type, the sector of activity and the size of the structure.*

Production and development manager (Pierre) : *He is in charge of the daily evaluation of the company's performance and of proposing new products in order to make the company grow.*

Sales, Sales Administrator and Marketing Manager (Rémi): *He is also the one who manages the after-sales services and works with the other departments of the company.*

IT Manager (Chabane): *Nowadays, this is an indispensable function in the company. Everything is digital and everything is done via new information and communication*

technologies. To install, configure, maintain and optimize such systems, the presence of a technician is essential.



REPORT :

We were able to finish our website (the homepage and the partnership part), then we were able to make a newsletter and some posters for the networks but also to hang them in town. The second day we sent letters to 3 companies, the Web Agency, Fresh Industry and Chef and Staff, which ended with rejections, but on the third day with a little more hindsight and brainstorming we managed to get 2 offers accepted.