

A decorative graphic on the left side of the slide features several green leaves of different sizes and shades of green, some with detailed vein patterns. There are also solid green circles of varying sizes. The word "Botanik" is written in a light green, sans-serif font to the right of these elements.

Botanik



Kolarctic CBC 
EU FINLAND NORWAY RUSSIA SWEDEN



Our team:



Camille Godier (UiT)



Darya Matveeva (MASU)



Darya Feshkina (PetrSU)

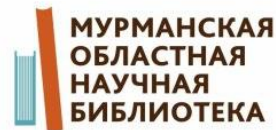


Adelia Goncharenko
(ITMO)



«Botanik» is about family and friends!

The main assignment – to implement a new format – an eco-coffee shop.





Four Problems

1. Concept
2. New customers
3. Design
4. Promotion



Concept

- The first problem is Botanik cafe needs a new concept .

- Solution

Our idea is to have a partnership with universities and student

- How to implement?

The implement of our solution works with cooperation with partners.



New customers

- The second problem is finding a new target audience.

- Solution

- 1). Events
- 2). New partnership

- How to implement?

- 1). For children and parents
- 2). Students from MASU as teachers.
- 3). Average check: 4.07-6.78 \$



New customers

How to implement?

Events

For children and parents

- *Eco-quests*
- *Master-classes on manufacturing of eco-friendly products*

- *Master-classes on making vegan cocktails*
- *Scientific performances on eco-friendly topics*

For students

- *Eco-parties*
- *Eco-breakfast*

Science events: partnership with the museum



Birthdays



Events for children: Easter, Christmas, Candlemas, Halloween...



Student events: end of the year, celebrations...



New events



News partnerships



Design

- The third problem is to develop a design for an eco-cafe .

- Solution

- 1). Design project of the cafe premises
- 2). Unique menu

- How to implement?

Commercial Proposal



Commercial Proposal

Customer: Botanik <https://vk.com/botanik51>

The name of the facility: Eco Coffee Shop

Area: 33 sq. m., Murmansk

Contractor: LLC "Center for Interior Design",
Petrozavodsk <http://cidpro.ru/>

List of premises

№	designation of the object	sq.m.
1	Coffee shop	33
	Total area	33

The list of works

Full design project

(picking stage is included in the full design project)

- Plan with the arrangement of furniture and equipment.
- Equipment binding plan
- Floor plan
- Ceiling plan
- Plan with fixture bindings
- Lighting plan. Specification
- Electric circuit
- Specification of furniture and equipment (plumbing)
- Wall reamers
- Finishing card
- 3D visualization



Note to Commercial Proposal



- The project is provided in both print and electronic version
- The amount of the contract is 42,900 RUB
- The advance payment is 70% - 30,030 RUB
- 30% of the cost of work is paid after signing the contract
- Act of acceptance of the transfer of the design project in print: 12,870 RUB
- Deadline for the design project: 30 working days
- Non-cash payment form
- Field supervision is carried out under an additional contract





Promotion

- The fourth problem involves finding ways to effectively promote the new cafe format.

- Solution
SMM.

- How to implement?

We will take into account the features of the business, develop a separate SMM-strategy and help to implement it.

Promotion

How to implement?

Content Plan

June				
	1 week	2 week	3 week	4 week
Instagram (the main activity is in the IG, in VK announcements with a link to the IG)				
<u>Event Promotion</u>	1. Post about the cafe, why we decided to develop in the Eco industry 2. History about the importance of Eco behavior 3. Describe the problems on a global scale and talk about possible events in the BOTANIK café (a post encouraging participation)	1. Announcement of Eco-quests (for children) (to increase intellectual ability) write about the details of the event 2. post about Eco-food, its usefulness and relevance 3. recall about Eco-quests (inviting post)	1. Announcement we invite you to an ice cream master class (describe it, enthrall the audience) 2. We begin to write an eco-camp in more detail about the Eco industry, we touch on deep-seated problems 3. We remind you of a master class that will be held today	1. Announcement Master classes in preparing vegan cocktails, describe the importance of health 2. Eco-breakfast, describe the breakfast scenario 3. Eco-party, guide to a lecture on conscious behavior

Contacts: (Price: 545\$)

1. "Promotion agency" from Petrozavodsk :

<https://vk.com/promotion.agency>

2. "Saymurk Studio" from Petrozavodsk :

<https://vk.com/saymurkstudio>

3. Goncharenko Adeliia:

adele300998@gmail.com

4. "Loyal" from Petrozavodsk:

<https://vk.com/loyalcommunications>

Thanks for your attention!

Any questions?

