



Kolarctic BRIDGE 4th Session

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ΜΑΜΑ
ΚΑΙ ΕΛΙΑ

Evaluate the cost-effectiveness of opening company's store
"Mama Karelia", find the profitable location

Offer "Mama-Karelia" new recipes from the natural gifts of Karelia

VENDING MACHINES

Vending machine places:

- Aura Shopping Center
- Lotus plaza
- Gogolevskiy
- Maksi
- Desyatochka
- Tetris
- Glavnyy
- Ostoskeskus Dobrynja

Vending machine providers:

- Doctor Vending
- IVM, Inc.
- Vendor Exchange International

IN PETROZAVODSK:

- Kofe Bum

IN SAINT PETERSBURG:

- Unicum Manufacture of vending machines
- Unitrade Co. Ltd. Vending machines Unicum
- VendingPro
- Vending Partner

Vending machines in Russia are strengthen their presence and becoming more sophisticated and user-friendly.

Russia stands 5th vending machine sales in Europe.

The vending machines assisted sales are structures as follows:

- 59% hot beverages
- 20% cold beverages
- 18% snacks
- 2% food products.

STORE

Should we concentrate on tourist or locals?

We see both tourists and local people as potential customers.

Shopping malls can have many people at the same time. It might be easy to attract both locals and tourists.

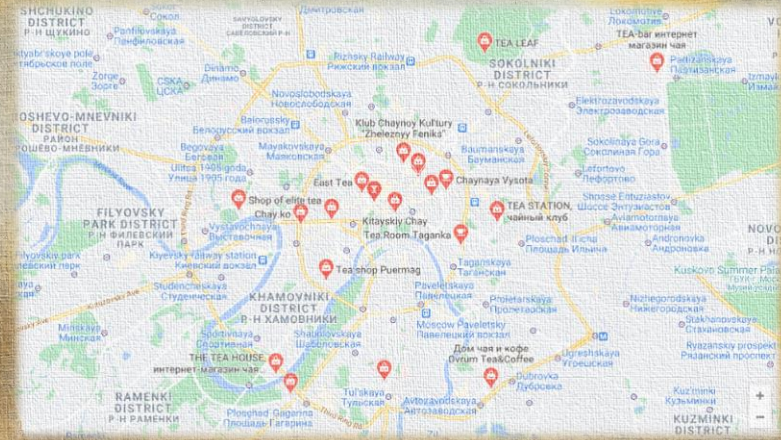
Study some shops in the Petrozavodsk, who can be a potential partner

- Vintage (Tea shop in the Plaza shopping mall);
- Magazin chaya i kofe (Tea shop);
- Internet-magazin Sun Tea (Tea shop);
- Magazin Neobychayny Chaykoffye (Tea shop);
- Tea&Coffee (Tea shop in the Maxi shopping mall).

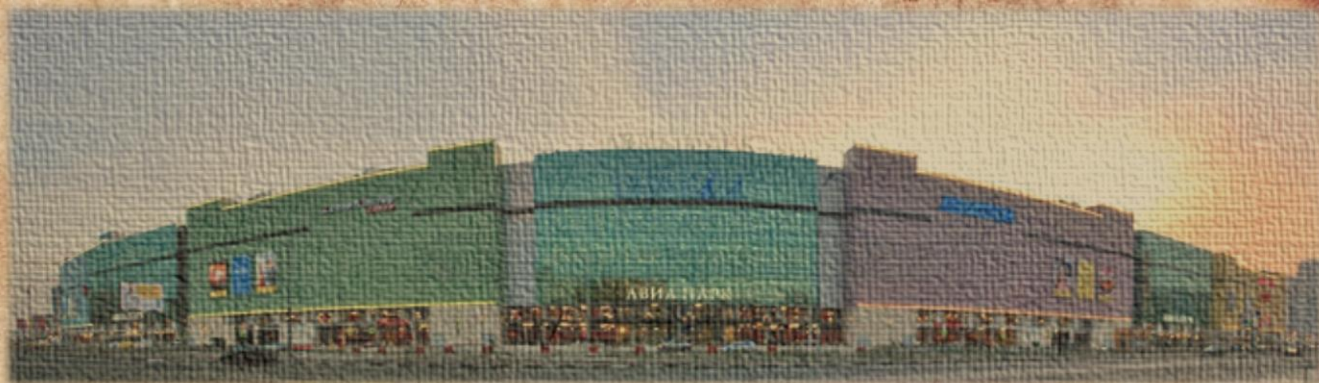
Where in Moscow?



Shopping malls (An average-quality shopping mall - Tsvetnoy)



In "tea" streets



Shopping malls (a prime shopping mall - AVIAPARK)

LEASE IN MOSCOW

Categories		Rent a lease in one of "tea" streets	Rent a lease in a shopping mall	
			Prime shopping center	Average-quality shopping center
Rental costs for a 60m2 lease /month		375 000 rubles ~ 4090,48 Euros (Mokhovaya Street, Moscow)	975 000 Rubles ~ 10 635,25 Euros (On average)	487 500 rubles ~ 5317,62 Euros (On average)
		280 000 rubles ~ 3054,22 Euros (Pokrovka Street, Moscow)	1 350 000 rubles ~ 14725,73 Euros (AVIAPARK shopping mall)	
Monthly salary		70000-100000 rubles ~ 763,56 - 1090,79 Euros /person ~		
Delivery costs	By air	101,3 rubles/kg Air waybill registration 1200 rubles Collection of cargo 3500 rubles Total: 4801,3 rubles/kg ~ 52,37 Euros/kg		
	By rail container	100-150 rubles/kg ~ 1,09 - 1,64 Euros/kg		
Purchase of furniture		50000 rubles ~ 545,40 Euros		
Purchase of the first batch of tea and tableware		230000 rubles ~2508,83 Euros		
TOTAL COSTS:		630 100-1 734 802 rubles (6874,33- 18 926,52 Euros)		
Customer flows		800 Customers/month (Moichay.ru tea shop)	2 417 000 visitors/month (AVIAPARK shopping mall)	
Revenues		25 million rubles/month ~ 272 698,62 Euros (Moichay.ru tea shop)		

RECIPES LIST:

Drinks:

- Cloudberry sepal tea
- Viburnum seed tea
- Ice tea
- Berry juice
- Raspberry lemonade
- + idea to add mint, thyme, ginger, berries to current existing Ivan-tea

Sweets:

- Berry lollipops
- Blackcurrant fruit pastille
- Cereal bar
- Cranberry marmalade

Jams:

- Blueberry jam
- Berries in their own juice

Mushrooms:

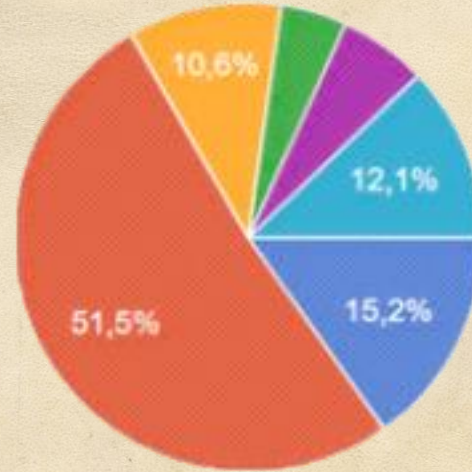
- Dried mushrooms
- Mushroom caviar

Other ideas:

- Lingonberry sauce for meat
- Granola with berries

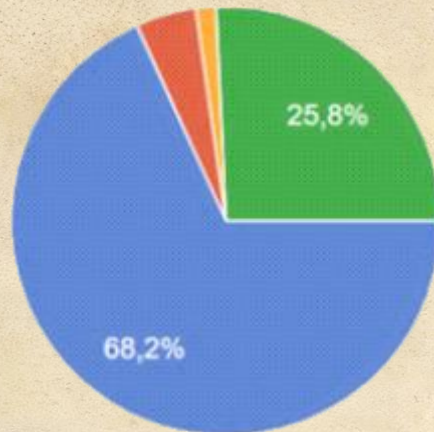
We conducted a survey among 66 people about some of the company's products:

Will you buy granola with the addition of Karelian berries from the brand "Mama-Karelia" weighing 300 gr. at the price of 150 rubles?



- Certainly
- Possible
- I can't answer
- Probably not
- No
- Not interested in purchasing

At what price are you ready to buy a healthy cereal and berry bar from the brand "Mama-Karelia" weighing 40gr.?



- 50-70 rubles
- 75-100 rubles
- 100 rubles or more
- Not interested in purchasing

We can see, that most of the potential consumers are interested in buying new products.



FINAL SUMMARY

Vending machines — good idea to start it as a pilot project to attract new customers and bring visibility to a company.

Sore — strategy depends on a city. Company needs to expand it's product range to open a store.

Good idea to cooperate with current existing stores to bring visibility.

Recipes — people are interested to buy and taste new possible products. Most of the people would like to see brand's new tea flavors and sweets.



The image features a decorative border in a dark brown color, with intricate floral and scrollwork patterns at the corners and along the edges. The background is a light beige, textured surface. In the center, the text "Thanks for watching" is written in a dark brown, serif font. The word "Thanks" is on the first line, "for" is on the second line, and "watching" is on the third line. There are also faint, larger-scale floral motifs in the background, particularly on the right side.

Thanks
for
watching