



WELCOME

**SUCCESSFUL MARKETING
IN
ORGANIC RETAIL**

Event: BIOFACH China (Shanghai)
Date: 01.06.2007
Presented by : Hans Kottulinsky

INTRODUCTION

SPEAKER:



Hans Kottulinsky (33)
Austrian / Shanghai Resident
Forest Engineer / Marketing / Finance
Nature/ Health / Sports

COMPANY:

ROCKS WINGS LTD.



ORGANIC Consulting and Trade (2 ½)
Hong Kong / Shanghai
Know How / Marketing
Nature/ Health/ Activity

ORGANISATION:



ORGANIC Retail Association (4)
World Wide / HQ in Austria
Know How Exchange/ Market Development
Nature/ Health

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WHO IS THE ORGANIC CUSTOMER ?

- Singles and young families in their
- late 20ies to mid 40ies, have a
- higher education, white collar worker
- 1a/ 1b income group,
- urban citizens.
- They are self conscious,
- eager to learn and
- happy to invest in their well being.
- They are conscious with brands and like to show their status.
- They tend to be sporty, members in a gym and like out door activities.
- **EXTREMELY SUSPICIOUS**

R&W Market study / Shanghai 06/07

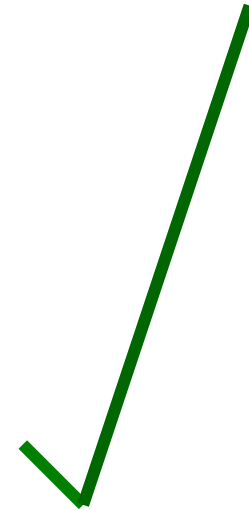
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The **BIO-NEERS**


Organic Retailers Association

WHAT IS ORGANIC RETAIL

- ~~Certified Product~~
- + ~~Retail Shelf~~
- ~~≠ ORGANIC RETAIL~~
- + **Product Know How**
- + **Communication Strategy**
- + **Promotion Plan**
- = **ORGANIC RETAIL**



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PRODUCT KNOW HOW

Required basic knowledge of staff:

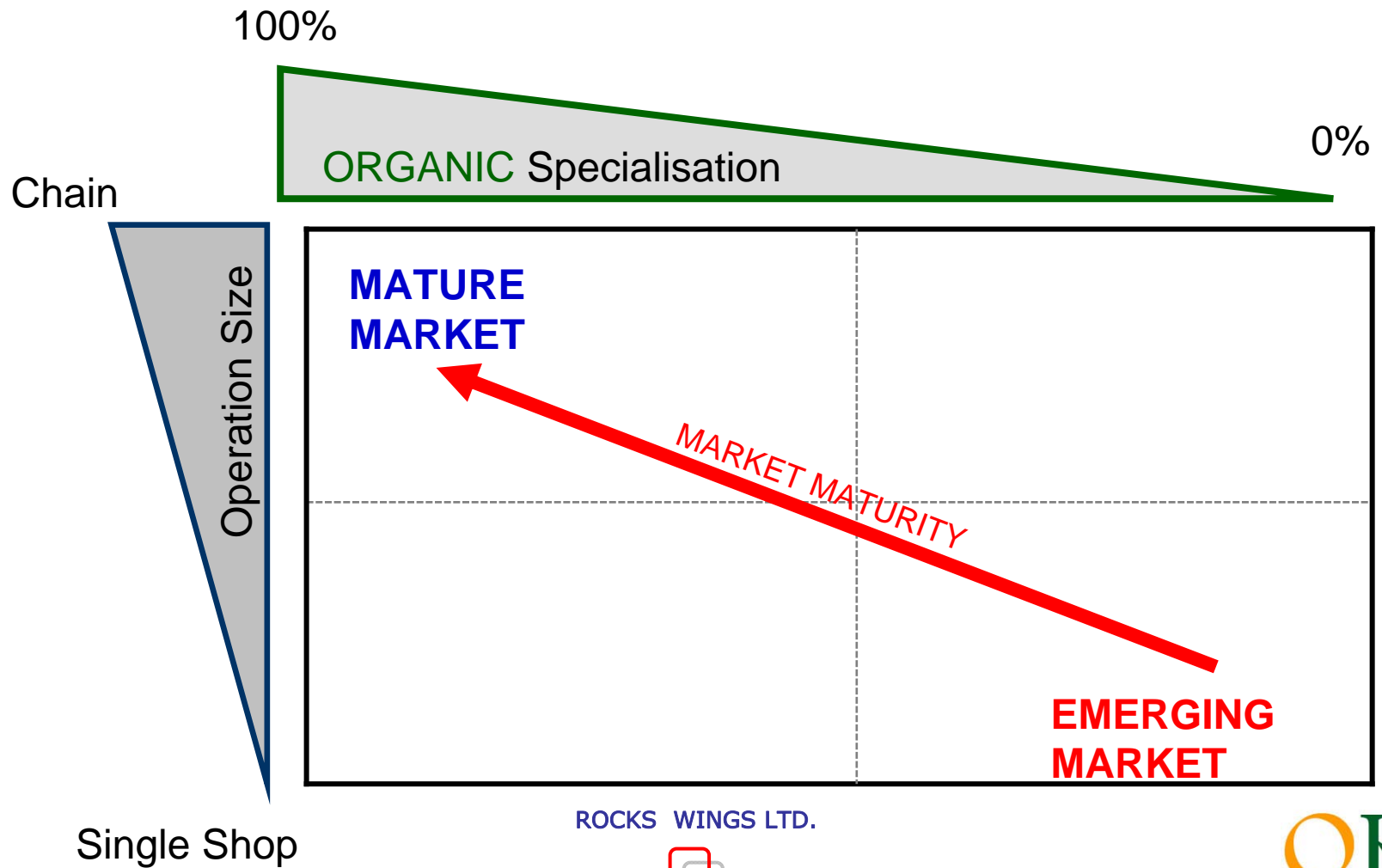
- organic farming & difference to conventional farming
- strengths & advantages of organic products
- why organic is higher priced
- product knowledge
- what means „Fair Trade“
- hygienic requirements
- treatment & storage of products
- sales & communication

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The **BIO-NEERS**

ORA
Organic Retailers Association

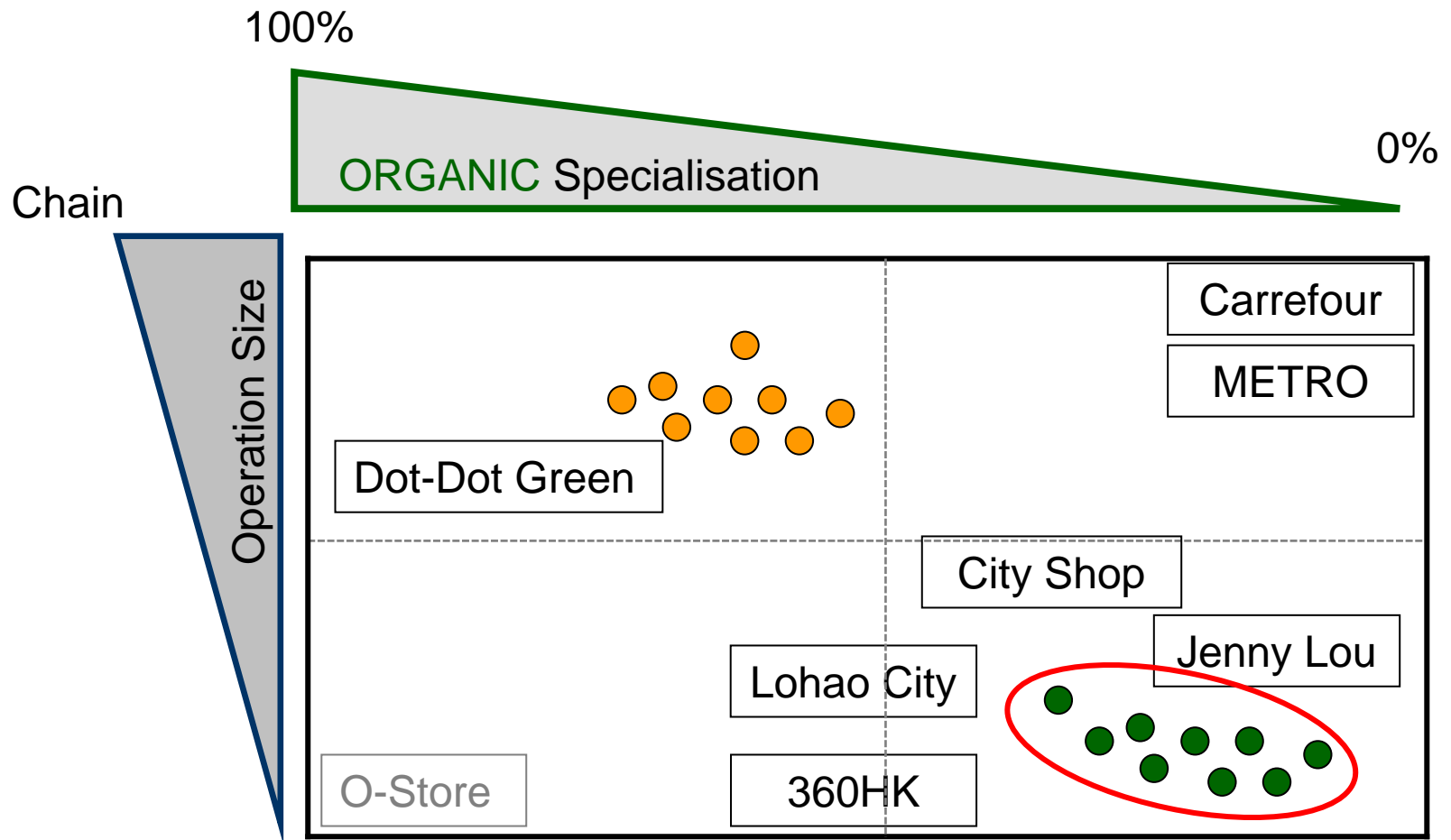
DEGREE OF SPECIALISATION



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SPECIALISATION IN CHINA



ADVANTAGE OF SPECIALISATION

BETTER ORGANIC KNOW HOW

HIGHER VOLUME

LOWER COSTS

EASIER TO COMMUNICATE

CUSTOMER KNOW WHAT TO EXPECT

= IMPROVE PROFITABILITY

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MARKET DEVELOPMENT

MATURE MARKET COUNTRIES

Market growth by:

- Convincing non buyers
- Satisfy occasional buyers
- Substitute conventional by organic products
- Develop new types of organic shops

GROWTH MARKET COUNTRIES

Market growth by:


- Extension of organic assortment
- Improve access to organic
- Organic product placement in supermarkets

EMERGING MARKET COUNTRIES

Market growth by:

- Skim existing market demand
- Market penetration
- Place organic product in supermarkets

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The BIO-NEERS


Organic Retailers Association



WE HELP YOU

TO:

**-IDENTIFY THE MOST PROFITABLE
CUSTOMER BASE**

**-SELECT THE BEST ORGANIC PRODUCT
RANGE**

-DEVELOP A MARKETING STRATEGY

**-IMPLEMENT A COMMUNICATION AND
PROMOTION PLAN**

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CONTACT US



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THANK YOU

ROCKS & WINGS

