



**Upstream**

White sheet of paper

- Globalisation
- Accessible luxury
- Recurring Customers
- No Customer Education +
- India & China

"t'es FOU"

Normal when you are an entrepreneur  
one or two very attentive listeners

Choice Bread

**in less than a Year...**

logo

pub

n° 1 in distribution in CH

**Fleur de Pains @ HRB Conference**

A brand

Like the others

+ A baker

local

CH

Bussigny

4 times a day

Smile

Extra

**Fleur de Pains**

**Le pain**

Scan the Market

France +

Germany +

USA +

CH +

Analyse

Understand the activity

find benchmark

do not exist

Understand the customer

Focus Group

Buying Criterias for Bread

Decide

Use an existing brand like a Franchise ?

at the time

Paul

Histoire de pains

Speed up the process

expertise

be local

grand mother bakery embedded in us

little margins

difficult to share little

brand is less important than location