

Good Practice on SME competitiveness

April 19th 2017

Despite a dynamic growth rate, the Organic retail market is challenging



- Evolving customer preferences and quick changes in trends



- Fierce competition and continuing entry / strengthening of new and historical players



- Shortage of supply and lack of certain types of products

In addition, Bio c' Bon made strategic choices that toughen the challenges

Freshness
Fruit & Veggies




Friendliness
Cheese & Ham Counter



Professionalism
Food supplements



- 
- Risk of waste
 - Battle for freshness
 - Labor intensiveness

Looks like «Mission impossible»??

- Organic doesn't mean Peace n' Love management!
- The more you automatize on the superflux, the more labor you dedicate to the core!
- Take the best of the market, innovate where you can make a difference!
- Organic values a heritage of the past and calls for a vision of the Future...