

kazidomi



Marketing at Kazidomi '20

Our vision

We believe in a future where our **consumption** habits support our **health and the world**.

OUR MISSION

KAZIDOMI ACCELERATES THE TRANSITION TO
THESE BETTER WAYS OF CONSUMPTION

OUR VISION OF THE CONSUMPTION OF THE FUTURE

Customer centric

MORE CONVENIENT



PERSONNALISED



Better for the world

ETHICALLY-SOURCED



MORE NATURAL AND LESS TRANSFORMED



RESPECTFUL OF THE PLANET



LESS OR SUSTAINABLY PACKAGED



Better for the health

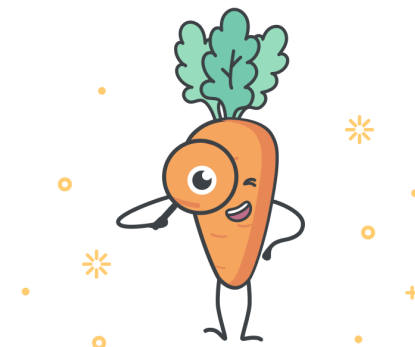
FAVORING PREVENTION OVER CURE



FOCUSED ON HEALTH BENEFITS



PLANT-BASED



I consume responsibly since I'm a child, pushed by my father who's a nutritionist, but not everybody is that lucky. . .



Emna, graduate from Solvay Business School

WORK
HARD
DREAM
BIG

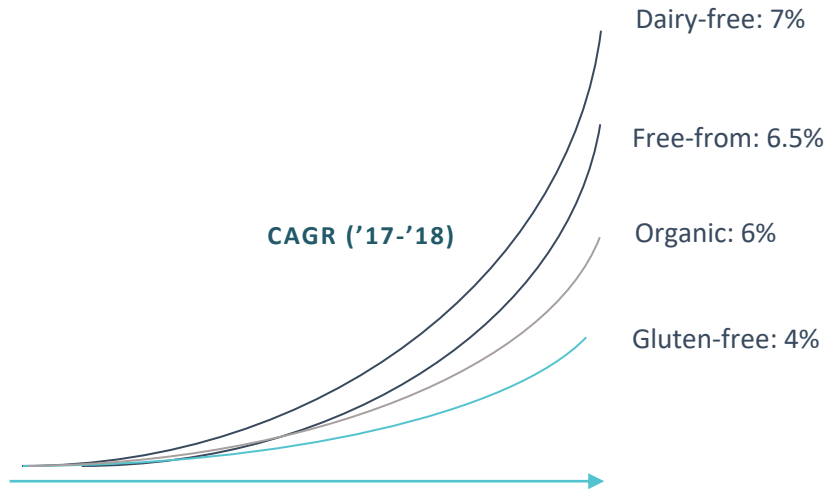
. . . 3 years ago I decided this had to change



Alain, HEC Paris, MIT, ex-McKinsey

THE GROCERIES MARKET IS NOT VERY ACCESSIBLE (YET)

THE MARKET IS BOOMING



€30bn
in
2019

About 5% of the population in EU

Up to 20 million potential customers

BUT THE OFFERING REMAINS NICHE AND EXPENSIVE



Price

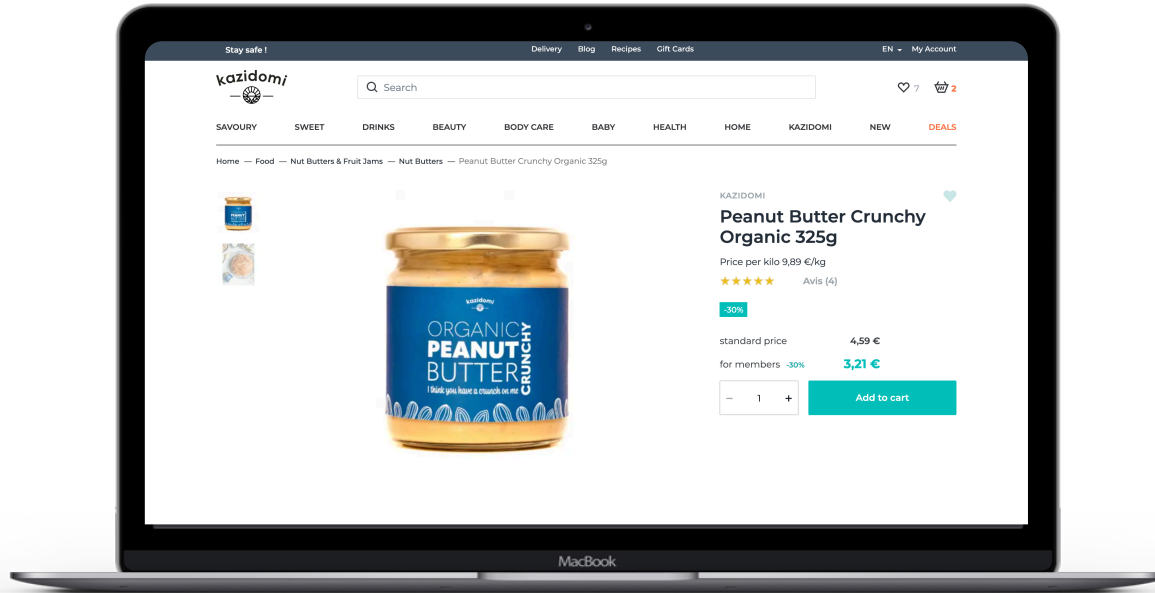
People complain about the high prices of healthy products
(average +30%)



Access

Consumers do not know what to buy or where to find the right products (it's a niche market going mainstream)

We have built a membership-based ecommerce to help customers save on every purchase



	Normal prices	Member prices
Dark chocolate 75%	€ 3.78	€ 3.02
Curcumax	€ 49.99	€ 34.99
Ciao salt	€ 5.25	€ 3.94
Coconut flour	€ 3.39	€ 2.14
Coconut oil	€ 9.99	€ 4.20
Green mix	€ 15.25	€ 10.83
Bamboo granola	€ 4.99	€ 3.99
Shower gel	€ 6.00	€ 4.20
Almond spread	€ 6.10	€ 4.88
Baby soap	€ 5.80	€ 4.18
Mint toothpaste	€ 4.00	€ 2.92
Solid shampoo	€ 9.90	€ 6.93
Madara cream	€ 17.00	€ 11.90
Total	€ 141.44	€ 98.12

up to 50%

Discounts on all products

3,500+

SKUs from food to cosmetics and hygiene

80€

Annual fee

Your savings

43.32 €

WHY ARE WE DIFFERENT?



Innovation

- Strong innovative brands
- New trends

Health focused

- Health categories (essential oils, supplements)
- Personalised experience adapted to all specific lifestyle and diets

Community

- We embrace “niche” diets (vegan, keto, paleo, free-from, athletes, etc.)
- Fun atmosphere and brand image

Own brand

- Increasing trust
- Increasing control on product composition
- Best prices

Marketing

We have three revenue streams



SUBSCRIPTION

- Selling memberships for 80€/year or 10€/month
- Pure margin (not a pre-payment)



PRODUCT SALE

- 3,500 SKUs to concentrate sales on each reference
- We develop our own brand
- We increase margins as we grow and we bypass wholesalers



SUPPLIER MARKETING

- Suppliers pay us to
 - Be more visible, to promote their brands
 - Appear first in search
 - Be in newsletters and social media posts or content

Where do we get our new subscription members?

% of total acquisition



Influencers – 70%

- Influencers are paid on commissions to bring us new members (20€ voucher for the client and 30€ euro commission out of the 100€)



Online paid acquisition – 10%

- Facebook Ads, retargeting, Google Ads, Bing Ads, etc.



Content and organic – 20%

- 1,000+ articles and recipes, SEO optimized
- Visuals and video content
- Social media



Partnerships and B2B2C - <1%

- Affiliate partnerships
- Group subscriptions (e.g., companies buying for their employees, etc.)

We succeeded in creating a tight & powerful community

120,000+

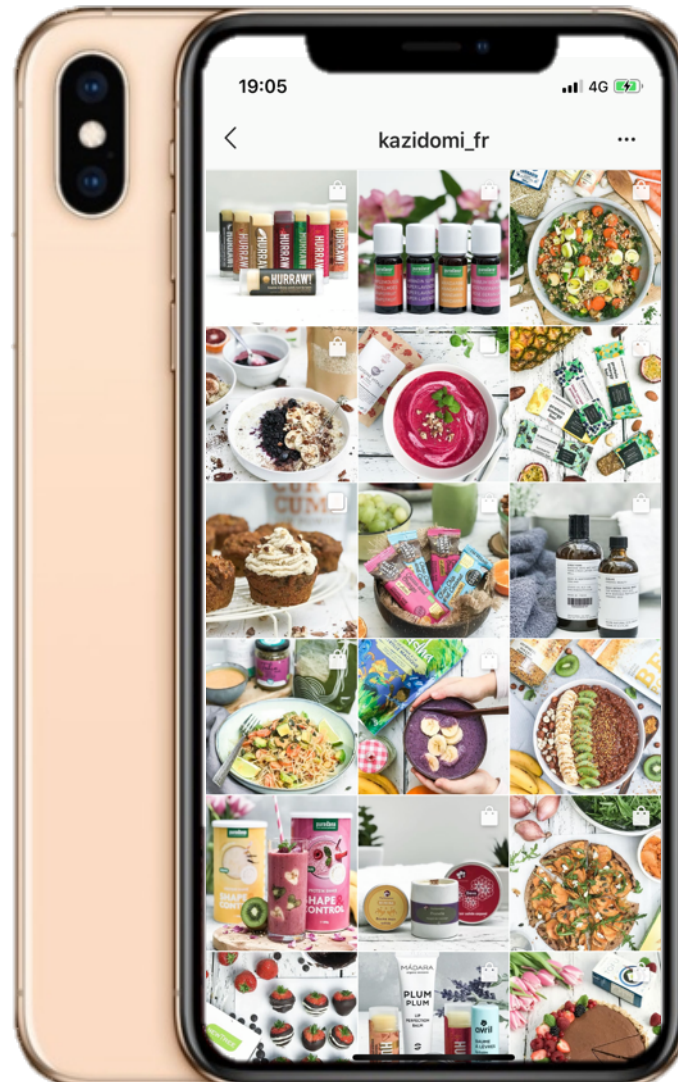
Instagram Followers

600,000+

Website monthly visits

65,000+

Newsletter readers





**Members have already saved thanks to the
Kazidomi membership**

8.700.376 €