



CoLibri System S.p.A.

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COLIBRI' – CARREFOUR FRANCE BACK TO SCHOOL CHARITY PROJECT



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Sede Legale: Via Enrico Cernuschi, 4 - 20129 Milano (Italia) Cap. Soc. Euro 200.000 i.v.

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Business model

THE GOAL IS: GENERATE TRAFFIC

The goal of Carrefour is to generate traffic in shops.

The situation and the goal with GDO is different than independent shops.

The main goal for independent shops is to sell covers and earn money and margin.

It's different for GDO.

The GDO in France is huge (about hypermarkets, it represents 70% of the sales of BTS products), b

The fact is that It's impossible to put someone behind a machine in this kind of shops (impossible to recruit someone, cost of employee...) so, we have to find another way, another process for this type of customers.

[Carrefour will consider CoLibri Service as the communication & marketing action for BTS.](#)

CARREFOUR SHOPS

The action will be in the most 24 hypermarkets in France.

They are about 20,000 square meters, and the traffic is about 70,000 people/week/shop. Maps reports the Carrefour shops involved by the project.

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PROCESS

The offer will be for the person who have the Carrefour fidelity card (about 75% of the customers of Carrefour). Limit 1 voucher/family

If you buy more than 30€ of stationery products (all brands, all products, no limitation...), you will receive a special voucher for 5 free book covering service. This voucher is automatically printed in the cash desk. it's an additional voucher (it's not the back side of the cash ticket)

This voucher will be available during about 8 or 10 days (30 31 August / 4 Sept / 6 7 Sept / 13 14 Sept / 20 21 Sept). The value (1,50€ per covering service) and all the obligatory mentions (date, limit...) will be written on the voucher.

You could use this voucher in a special stand in front of the entrance of the shops (not inside the shops but just in front of, because of security)

The location is great because it's the entrance and everybody could see the kiosk.

The kiosk will be created (and paid) by Carrefour. They have requested the CoLibri logo in order to use it as "co branding" in the kiosk.

A Charity association called Secours Populaire (<https://www.secourspopulaire.fr>) will be on the stand and will make the covering service. People will gave a donation (what they want...it's not possible for them to request a fixed amount)

COMMUNICATION

The communication action will begin the 16th of August :

- vouchers
- flyers and posters in shops
- social networks of the shops

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ORDER

The first order is 2250 Eco standard covers and 2 machines per shops.

The machines will be in free loan up to 4th of October. After they will come back in the logistical center. Of course, it will be possible to deliver in 1 day for reorders during the period.

TRAINING

Still waiting for detailed information from Carrefour for the training of all the charity association. The idea is to have one contact person per shop so as to organize and manage everything easily.

Of course, the agents will visit the shops before in order to check and organize all the necessary during July and August.

COLIBRI

For us, it's a big step and opportunity.

We have to use this new deal to increase our image in B to C and B to B.

To be present in the most 24 hypermarkets in France is the real opportunity to catch the attention of the customers and also all the competitors (Auchan, Leclerc, Intermarché, Super U...)

2 different plans to build :

- B to C plan : optimise the action of Carrefour and the results in Shops. The goal is to have a great success in shops. If it works it will be about 300 shops next year for Carrefour. The idea is to use local adverts in social networks and also adverts in the video screen of fuel station.

- B to B plan : generate the interest of the competitors (GDO, commercial center and maus). The goal is to be the leader of the marketing actions for BTS in these big maus. We have to create a professional video to explain the action

Overview of a communication agency must be taken into consideration and strongly recommended for the "harmonious" development of the project.

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