

Import session 2.10

french tacos

CAMILLE DUPARC

What is it ?

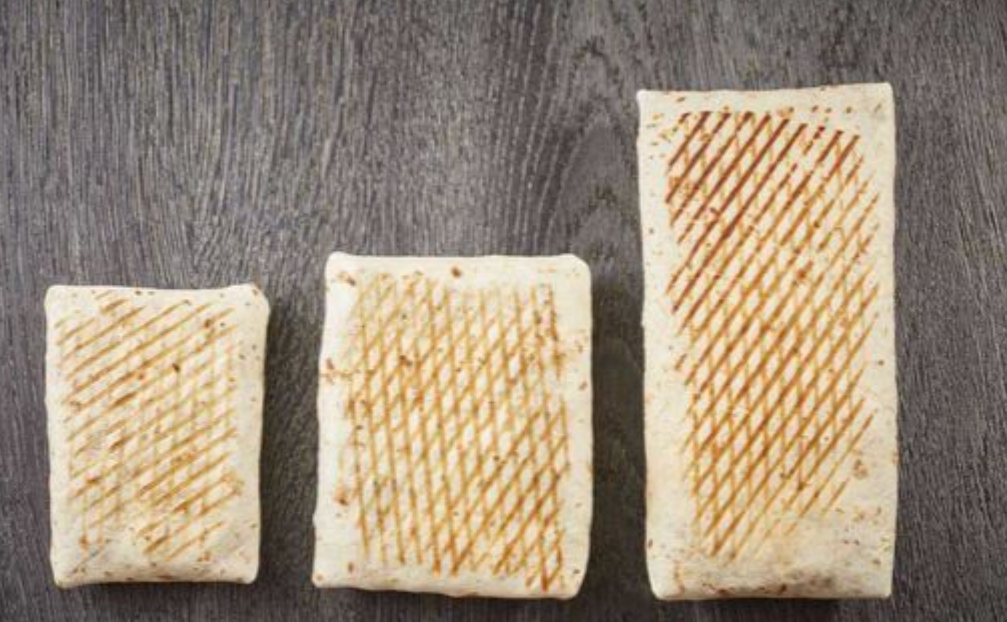
HISTORY

Kebabistan

2004

LYON (rhône alpes)





RECIPE



COMPETITIVE ADVANTAGE

PERSONALISABLE

42 Ingredients
40000 combinations

FAT BUT CHEAP

nourishing and generous and
low price

FAST AND EASY TO EAT

take away and easy to take in
our hands

TASTY

lots of flavour
fresh products



Junk food Market Profile

FINDLAND VS FRENCH

WHY THIS IMPORT CAN BE WORK ...

*FINDLAND LOVE
FUNK FOOD*

And It can diversify the
market



*FRENCH FOOD
REPUTATION*

Play with the
positionning made in
france



*STUDENT IS OUR
TARGET*

Lots of finish student
and the cost of life is
hight



PRICE

8 euros

THE TACOS IN FINLAND



O'tacos

**PERFECT BRAND
TO IMPORT**

ALREADY IMPORT IN FOREIGN
COUNTRIES

GOOD IMAGE OF BRAND

QUALITY, TASTY AND FAIR
PRICE

FINAL TAKEAWAY

***FOOD IS NOT
JUST EATING
ENERGY. IT'S AN
EXPERIENCE.***

- GUY FIERI