



LAPASSION - LBS

# ARTISANAL PRODUCTS IN THE FUTURE

LATIN AMERICA PRACTICES AND SOFT SKILLS FOR  
**LAPASSION**  
■ ■ ■ AN INNOVATION ORIENTED NETWORK

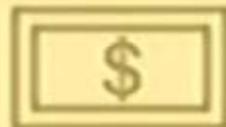


# ARTISANAL PRODUCTS

VERY COMPETITIVE MARKET



HIGH PRODUCTION  
COSTS



CHEAPER  
ALTERNATIVES



SIMILAR QUALITY

# ARTISANAL PRODUCTS

CLIENT DOESN'T VALUE



PRODUCTION TIME



QUALITY CONTROL



TIME REQUIRED

## THE COMPANY

50 years of experience making artisanal  
fruit and dairy-based sweet jams



## THE CHALLENGES

Value to artisanal products  
Make that value clear to the customer

UPDATE THE  
COMPANY'S  
BRAND AND  
IMAGE

UPDATE THE  
STORE LAYOUT

CREATE  
PARTNERSHIPS

# The Solutions

UPDATE THE COMPANY'S BRAND AND IMAGE



COMPANY LOGO



PACKAGING



QR CODES



WEBSITE

# The Solutions

## UPDATE THE STORE LAYOUT



PRODUCT  
DISTRIBUTION



LIGHTING



HARMONIOUS  
COLORS



TASTING AREA

# The Solutions

CREATE PARTNERSHIPS



## GASTRONOMICAL EXPERIENCE



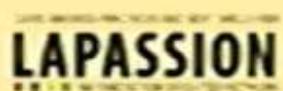


**PRICE**  
IS WHAT YOU PAY  
**VALUE**  
IS WHAT YOU GET

WARREN BUFFETT



INSTITUTO  
FEDERAL  
Triângulo Mineiro



UNIVERSIDAD  
DE SALAMANCA  
UNIVERSITY OF SALAMANCA SPAIN



INSTITUTO FEDERAL  
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