

LAPASSION - LBS

ARTISANAL PRODUCTS IN THE FUTURE

HOW TO IMPROVE THE ARTISANAL PRODUCTS



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



LBS TEAM

ALINE ROCHA

AMANDA SILVEIRA

CAMILA SOUZA

FÁBIO ABRANTES

GUILHERME HACHIMINE

JAQUELINE CARDIM