



Mom's Assistant

No more busy moms!

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VIDEO FOR THE PRODUCTS:



EXPLANATION OF THE IDEA:

- Mom's assistant is a combination of products: a crib, a stroller and a teddy bear. Our idea came out to help busy parents to take care of their children and have easy parenting from using our products.

* You can buy separate the teddy bear, stroller and crib but the price would go up for the item you're going to buy



EXPLANATION OF THE NAME AND LOGO:



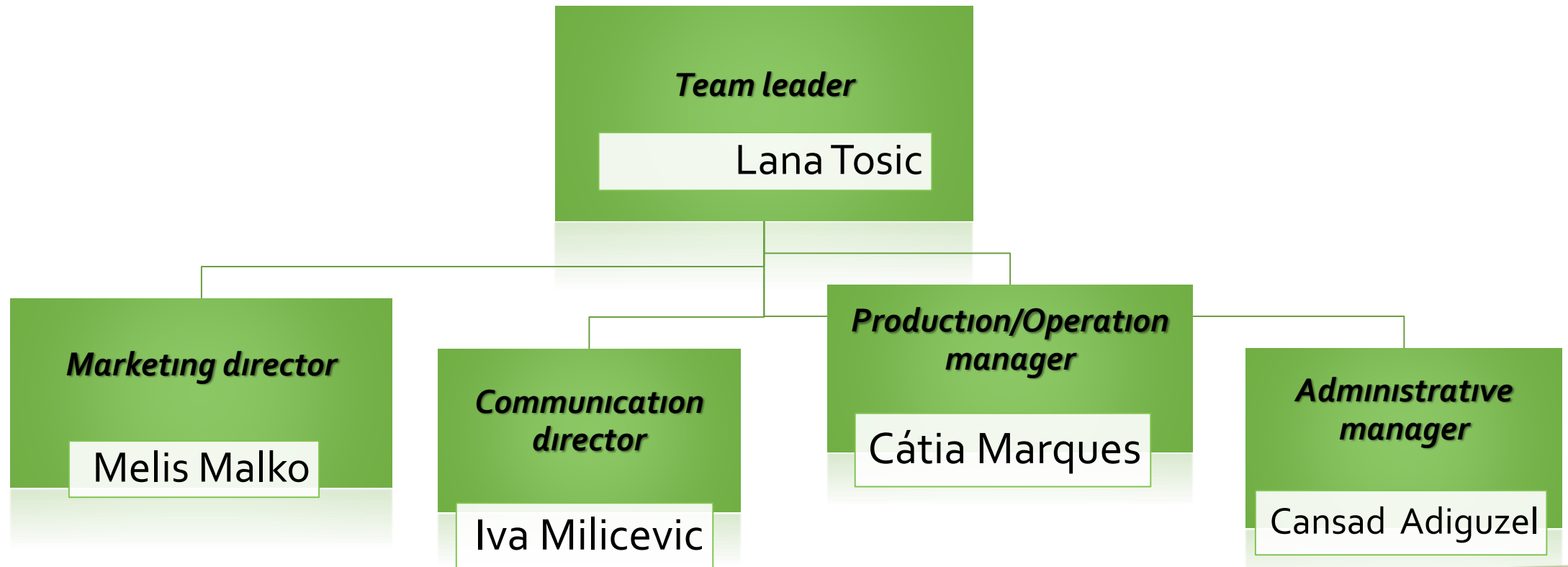
Mom's Assistant

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Our logo has a baby on a leaf that represents the teddy and crib. The colour that we chose is **green** because it doesn't specify the sex of the baby and can be used for both male and female babies. Furthermore, the term 'assistant' shows that these products in order will help parents to have easy parenting.



ORGANIZATION CHART:



ROLES AND HUMAN RESOURCES(PART 1):

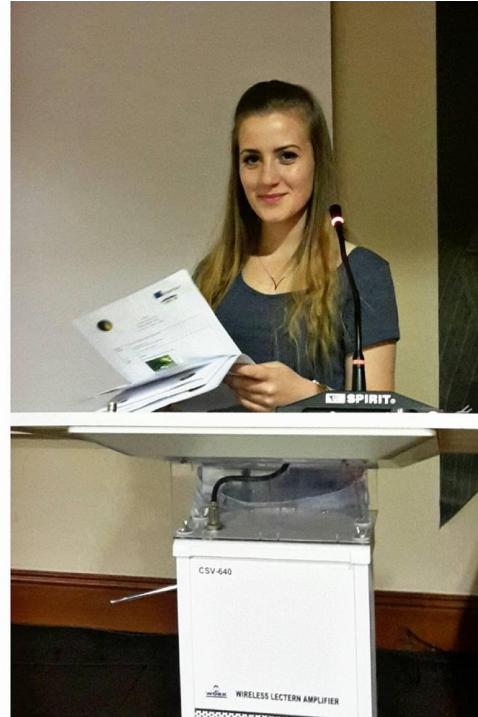
Team leader: Lana Tosic

Her responsibility involves listening and communicating with her team and respecting other's ideas.



Marketing Director: Melis Malko

She can work with other team members to create both simple and complex advertising campaigns.



Communication Director: Iva Milicevic

She is responsible for managing and directing an organization's internal and external communications.



ROLES AND HUMAN RESOURCES(part 2):

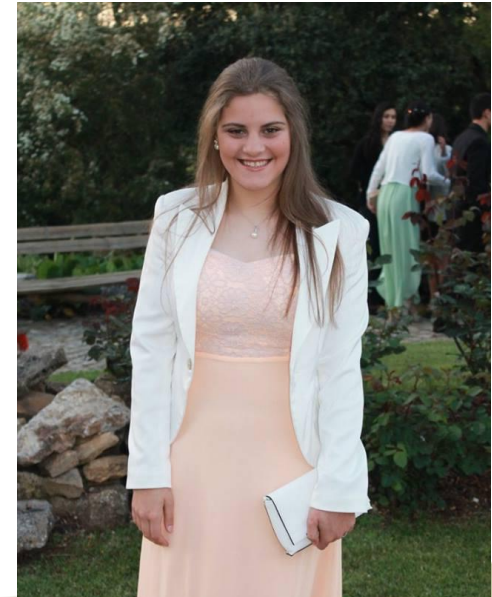
Administrative Manager: Cansad Adiguzel

She is ready to work with a large array of people and lead teams where effective people management comes into play.



Production/Operation Manager: Cátia Marques

She is responsible for budgeting, scheduling work, and coordinating the various production departments, involved with the planning, coordination and control of manufacturing processes.



MARKET RESEARCH: (part1)



Methodology: The results are traced from a research based in four different countries (Greece, Portugal, Turkey, Croatia) in order to take account of the different needs of our target.

MARKET RESEARCH: (part2)

- 1) Almost all mothers use trolley in their daily life (53,1% said 'always', while 44,4% said 'often').
- 2) More than half of the pople interviewed said they would like to have the trolley with cartoning for clean diapers and mucky (65,4%).
- 3) 61,7% said they would not like a bigger size for their trolleys.
- 4) Many people also pointed at a preference for a 'teddy bear' (85,2% in Greece, 60% in Turkey), in Portugal people expressed a strong interest for a teaching 'teddy bear' (65,5%).



COMPETITORS ANALYSIS: (part1)

PURR-FECTION: In business for over twenty years, building their product line primarily around teddy bears, they offer the vast collection of jungle animals, barnyard critters, cats, dogs and bunnies

BRITAIX: It is ranked as the safest and easiest to use strollers in the industry.

CHILD CRAFT: 1) It is one of the most trusted in nursery furnishings.

2) Customers receive a high quality product and a piece of mind.

PROCTER & GAMBLE: P&G is a leading manufacturer of baby products and is present almost everywhere in the world.



COMPETITORS ANALYSIS: (part2)

SWOT ANALYSIS

Strenghts:

1. The product is innovative and unique
2. The products are affordable for everyone.

Weaknesses:

1. The bottle warmer could stop working so it will need to be replaced.
2. People may have lack of interest for the product.

Opportunities :

1. Cooperation with other companies .
2. The product could get improved and by the way it could launch for a new product in the future.

Threats:

1. Competitive companies like (chico) could make a better of cheaper product.
2. Economic crisis and taxes



TYPE OF COMPANY:

Limited company, which is responsible for its own actions.



DISTRIBUTION :



The distribution for the company would be both online and by transferring the products internationally everywhere. Of course, there are some taxes for the e-commerce but more for the transfer by filling up the deposit with gas. The shipping online can cost sometimes for about (40\$)
The product can be found in [baby shops](#), [exhibitions](#) and [supermarket](#)



COMPANY HEADQUARTERS:

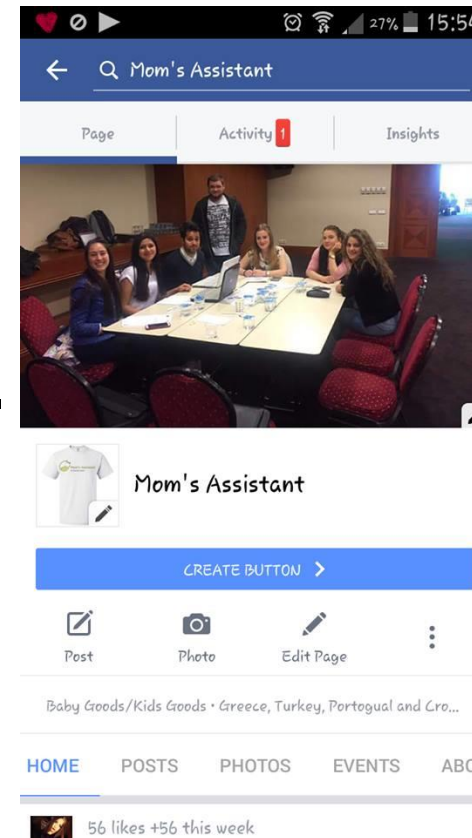


The headquarters of our company is in Kızılay in Ankara. The criteria for choosing Kızılay is its strategic location and popularity to reach more people going to the center for shopping. The location has lots of babyshops and pregnant moms shops. Also, the company choose Turkey as base for the headquarter because of the favourable investments environment (low taxes, low costs and smoother bureaucratic procedure).

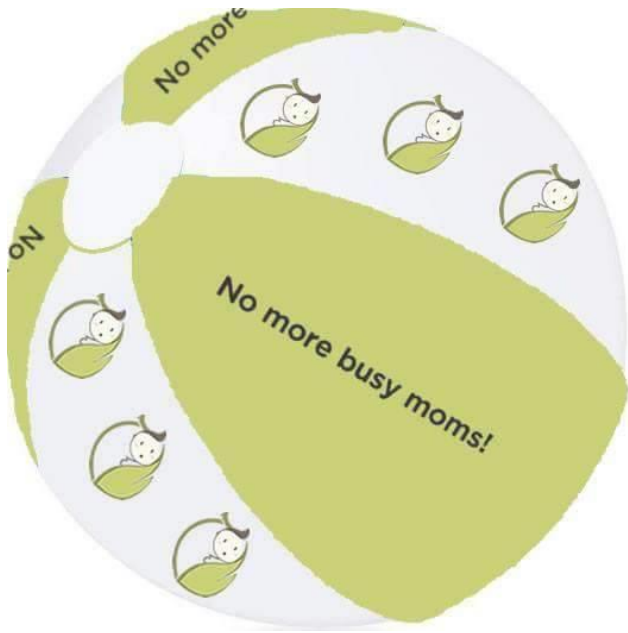


ADVERTISING STRATEGY: (part1)

Specialized magazines, television spots on national networks, facebook, twitter, google, adWords, youtube, logo printed in (T-shirts, pens, cases and baby balls) The gadgets would be given for free to the clients as a gift.




Advertising Strategy (part2) FREE




ADVERTISING STRATEGY: (part3)

Website: <http://momsassistanto.wix.com/moms>


No,
More
Busy
Moms!






Mom's Assistant

[HOME](#) | [ABOUT](#) | [CONTACT](#)



Mom's assistant is a combination of products: a crib, a stroller and a teddy bear. Our idea came out to help busy parents to take care of their children and have easy parenting from using our products.

ADVERTISING





TRADE AGREEMENTS:

We have a partnership with the company that makes baby crib, Cart, Bear.



RESULTS:

- 1) Our target evidenced more interest for the quality of the product (60%) rather than the price.
- 2) Most mothers said they were willing to spend an amount between 450-500 €.
- 3) For this reason, and for the fact that most of the people expressed interest in a bottle warmer included in the trolley (82,8%), we decided to include the warmer in the product.
- 4) According to the answers obtained, our company decided to produce a teddy bear that measures the babies' temperature through the IR light. 85% in Greece and 86% in Portugal expressed this preference.
- 5) They also answered they have no interest in a bigger size for their trolleys, but for small enough products to fit in the cars and to be cleaned easily.
- 6) For this reasons our company decided to focus on a small and quality-oriented product.



Bureaucratic process

1. Submit the memorandum and articles of association online at MERSIS. (MERSIS is a central information system for carrying out commercial registry processes and storing commercial registry data electronically on a regular basis.)
2. Execute and notarize company documents
3. Obtain potential tax identity number
4. Apply for registration at the Trade Registry Office
5. Certify the legal books by a notary public
6. Follow up with the tax office on the Trade Registry Office's company establishment notification.



MARKET STRATEGIES:

1. Starting off slow: We would try to find the rural communities that aren't as well exposed to the big companies as the huge urban areas.
2. Establishing contact with the competition: Try to enter the friendly partnership with some stronger and more established brand and work for our success.
3. Get in the contact with the pediatricians and seek their endorsement.
4. Make sure we don't provoke the competition: We have to keep the numbers in our company under control. Stay small enough not to pose the threat and yet big enough to be recognizable and support our business.



Three-year budget estimate:

	2016	2017	2018
Electricity	€6,000	€6180	€6365.40
Water	€600	€618	€636.54
Travel and Stays	€6,000	€6180	€6365.40
Incomes and rents	€24,000	€24720	€25461.60
Communication	€1,800	€1854	€1909.62
Insurance	€2,400	€2472	€2546.16
Basic annual remuneration(Total Employees)	€44,240	€44,240	€44,240
Advertising and marketing	€90,000	€50,000	€40,000
Total :	€145,040	€136,264	€127, 524.72



Financial requirements:



Equipment office	PC's, printers, routers,	€4.000
Furnishings / Decoration	Shelves, secretaries	€12.500
Of Computer Programs	software	€ 5.000
Total		€ 21.500

Cost of Goods Sold and Consumed Materials (per year)

Product	Unit cost	Qty	Total	(Total Margin-Inventory Loses)
Baby crib	€ 200	2400	€ 480,000	2300X250= €575,000
Stroller	€ 300	2400	€ 720,000	2300X300 €690,000
Teddy bear	€ 25	2400	€60,000	2300X25 €57,500
Total :			€1.260,000	€1.322,500



CONSIDERATIONS AND THANKS:



Participating in this activity made us mature as people and gave us professional skills. So thank you **ERASMUS+** project. Thanks to experts Mr. Altheo Valentini, Mr. Pieter van Schie Mr. Sergio Fernandes, Mr. Carlos and Marco Zenoni. Thanks to our teachers who have devoted their time and helped us. Finally, thanks to our schools that applied for this European Union programme. Thanks for meeting you all!!