

Tosophy brand analysis & development proposal

by Orianna Fielding 20/01/14

Tosophy core brand values

Small is beautiful.

Real is essential

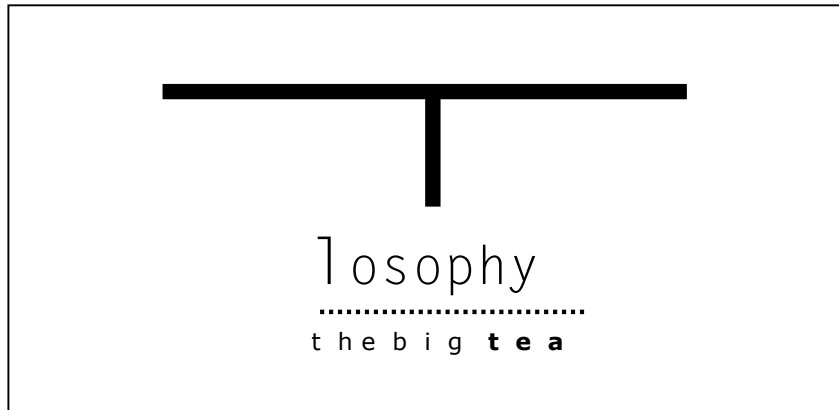
Slow is now.

Today. The new luxury.

Feed your soul.

Life is a journey.

Tosophy - life in a cup

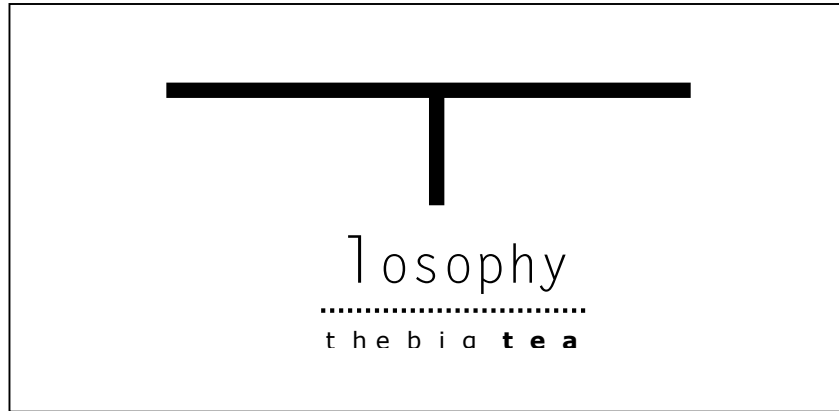


Brand development strategy

Tlosophy is an unusual blend of the spiritual and the commercial- what we need to ensure is that we establish + maintain a harmony and balance between both to ensure that in the development of the brand. the one does not compromise the integrity of the other.

The first stage in order to formulate a 5-10 year plan to achieve organic strategic growth through the development of the core **Tlosophy** brand ,while retaining brand integrity at all times, would be to analyse the brand's market position, u.s.p. strengths , weaknesses, competitors and desired short & longterm business development and expansion goals.

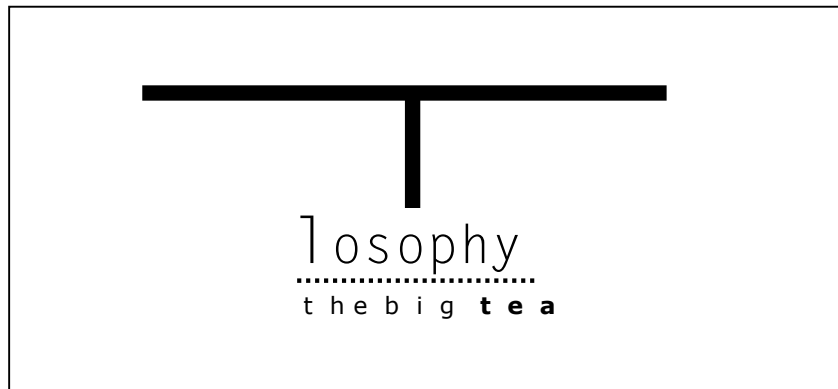
A full financial report and analysis of the wholesale. ,retail and consultancy split of the company will also be required in order to get a better understanding of the revenue streams of the company. Coupled with an analysis of group finances income stream to establish areas of maximum profitability .



Brand development strategy //2

This will enable us to establish clearly delineated divisions for each sector to allow sub brands & core developments of complementary market strands in order to expand **Tiosophy's** market sector without compromising it's inherent brand integrity .

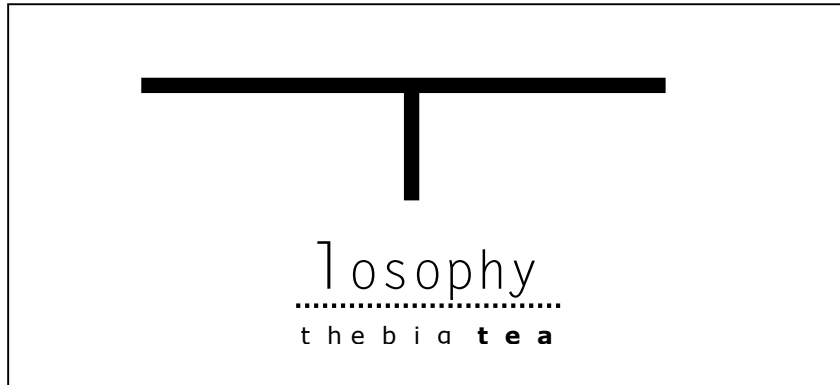
The establishment of **Tiosophy's** ethical tea /organic fair trade provenence is very important in relation to international sales & marketing terms in the current retail market place..



Vision & aims

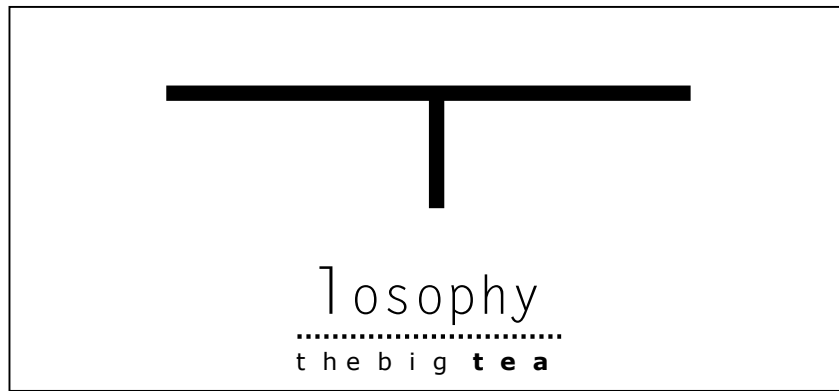
To establish the ultimate aims & objectives for a 5-10 year plan –

1. To share their passion and vocation for tea
2. Spreading tea message
3. Brand value built currently on personal reputation
can in the long term potentially limit expansion and exit
strategy re-sale
4. To develop the brand to it's maximum potential to include re evaluating the
current logo & packaging
5. The creation of a lifestyle brand
6. Establishing the brand's target income level.
7. Everything is possible but at what personal price –
establishing time & commitment parameters for expansion rate & level.
8. Exit strategy / evaluation of long term plans:-
Final aim / exit strategy will determine future development strategy of
company
9. Potential sale of a sub brand to release funding for group brand growth &
development
10. Building a core group brand development team



Vision & aims //2

11. Developing individual brand value of Ines & Ro..
12. Exploring outsourcing potential to reduce running costs
14. Sourcing profitable selective partnering
15. External fund-raising analysis to ensure the establishment of in-house guidelines for share options and allocations.
to include current up-to-date trading figures including last 3 years over all sectors
16. Establishment of current market value of company & breakdown of existing share allocations

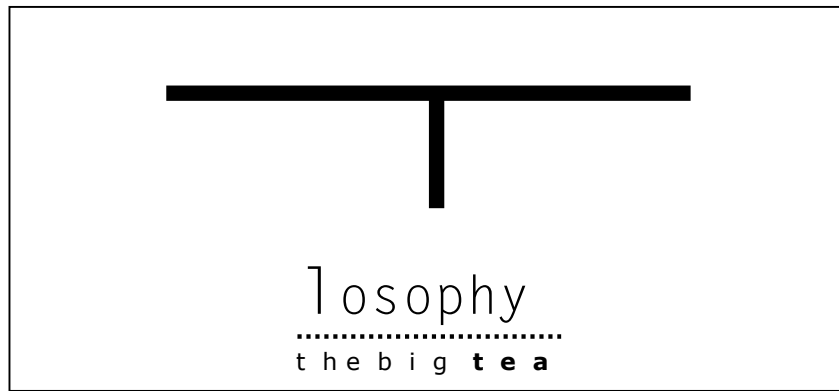


Brand development

As **Tlosophy's** brand quality and pedigree are already established, brand recognisability is now the key .

Tlosophy , in order to complement, enhance and express the inherent quality and uniqueness of the product range needs high impact packaging- with a recognisable & memorable logo and tag line. This is essential in order to compete successfully in the global marketplace.

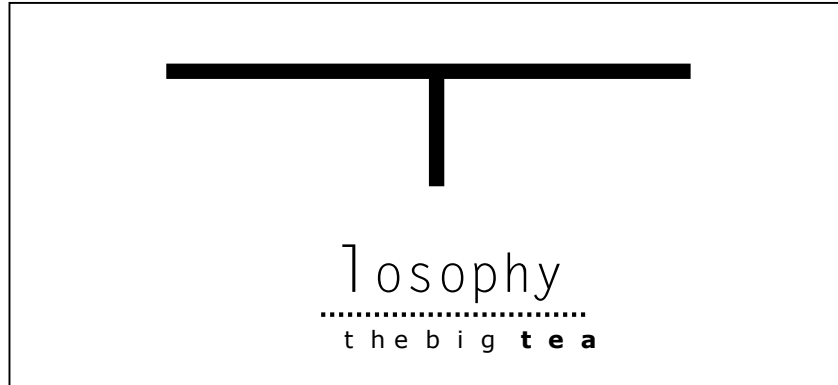
The use of a colour & style that will become the **Tlosophy** brand colour- e.g fuscia , would provide high impact shelf appeal and instant recognisability while the journey & provenance of each tea range will be expressed through beautiful subtle imagery conveying - the passion and the joy and inherent qualities of each tea. expressing visually Ines's unique style. coupled with high impact shelf appeal



Brand development //2

This is a tried and tested graphic device that has been used by several of the most successful international brands:
Gucci uses brown, Hermes -orange ,Tiffany turquoise
Chanel white + black....etc.

Tosophy 's brand identity will be designed to be instantly recognisable while having the ability to be developed to include related sub-brands in a way that retains brand identity & cohesion while allowing for the sub brands to have their own distinct identity while retaining their link to the group's branding ethos.

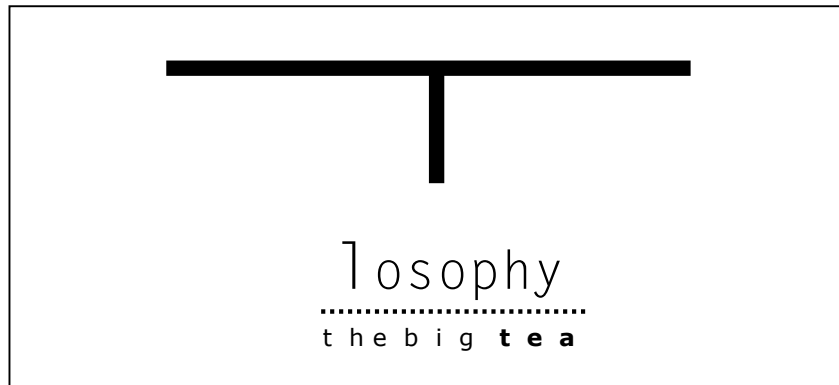


Product development Analysis

An analysis of the existing blend facility in Frankfurt would be productive in order to establish the running costs, staff costs and production costs and stock positions of the source product- the teas and the unit costs of the brand's existing packaging.

Also a report on the existing stock positions of the tea, the packaging to include-tins, bags , carrier bags, tissue for both wholesale & retail activities.

Analysis of manufacturing capacities and the servicing large orders to establish whether the existing manufacturing capabilities will need to be increased to be able to service the proposed brand development and expansion programme.



New product development ideas-

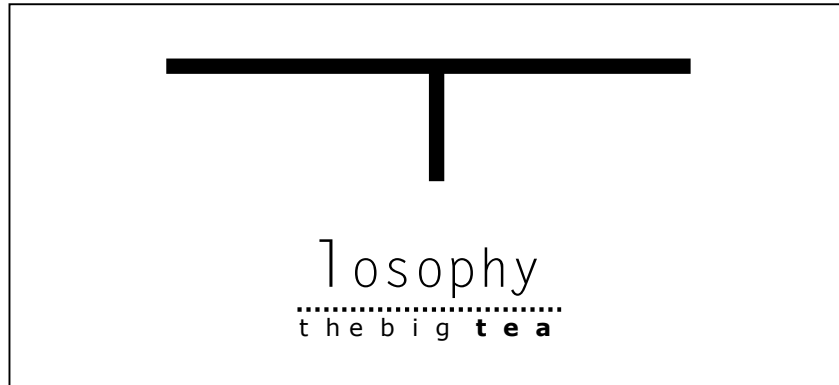
Tlosophy Couture besopoke tea blends by Ines

Target market sector:

A smallworld online exclusive luxury club/ quintessentially ultimate luxury concierge service.

Bespoke unique blends delivered anywhere in the world- cross links to website

Luxury unique bespoke hampers with custom blends /Tlosophy products



Tlosophy new product line ideas// 2

Tlosophy Voyage Teas to journey by

Target market:

Hotels/ cruise lines

Luxury Hotels / restaurants

Offering a selection of teas tailor made for the location of each hotel /restaurant's country would have special additional blends using spices/ made from teas unique to that region in order to provide a unique selection of products that reflect the location of the hotel/ cruise line/ restaurant.

Tlosophy Still Teas to pause by

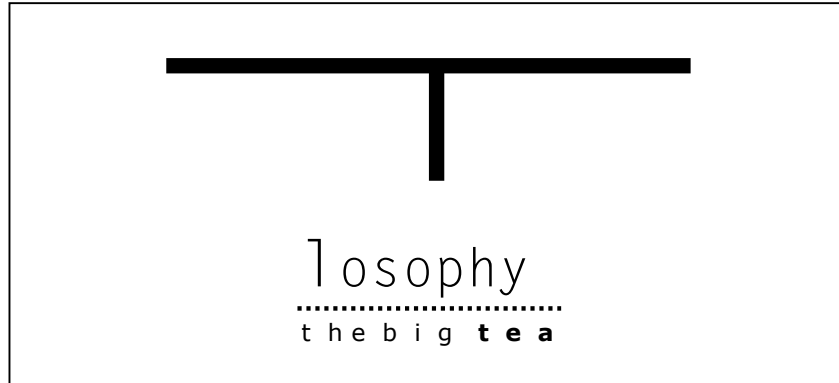
Target market: health clubs/ gyms / corporations

Tlosophy cook Tea flavoured sugars + salts

(Like rioja salts- Ro/ partnering with existing salt/ sugar manufacturer)

Tlosophy Melt chocolate bonbons/ chocolate bars/ chocolate drinks

All made with Tlosophy tea blends



Tosophy new product line ideas// 3

Tosophy Ice :Iced tea cocktails:-

Chelsea garden martini

Green geisha vodkatini

Morrocan minthito

Tosophy Pour syrups

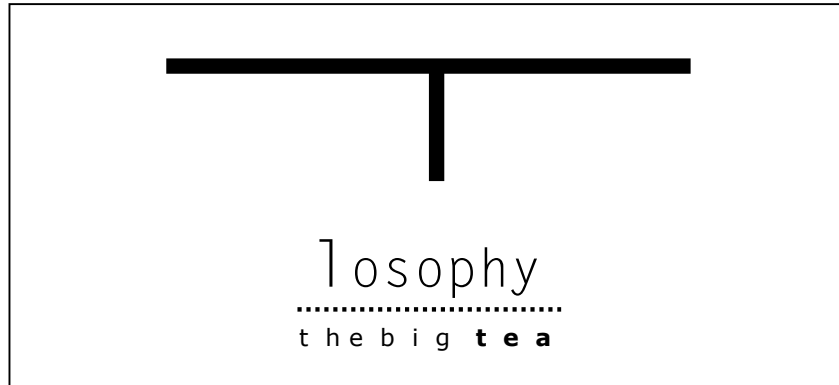
Tosophy Gold Tea infused oils olive oils

Tosophy Breathe: Tosophy Tea signature perfume &Tea fragrances

Tosophy Glow Tea candles

Tosophy wet :bath products- T bath salt bomb.... T infused massage oils

Body creams/ infused steam rooms



New business development ideas

Target market sectors

Upmarket Restaurants- /hotel groups/ spas/ airlines/ cruiselines

Private members clubs- groucho club shoreditch,/ soho house

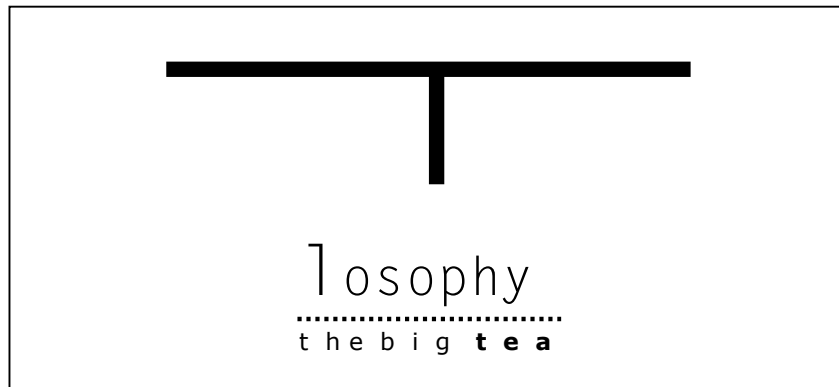
Tlosophy Room

Tealosophy. Candles. Fragrances. Soaps room sprays Linen sprays. Hair +wash products for the hotel sector

Tlosophy Air

Mini Tea infused luxury travel wash fragrances for airlines + private jet sector /net jets etc.

Tealosophy Spa-ce :Tea infused products especially designed for stand alone & hotel Spas-(6 senses group-Eric Hallin



New Tiosophy concepts

(run either on a stand alone or on a concession basis in luxury hotels & department stores & corporate buildings)

Tiosophy Blend bars-

Tiosophy stand alone units-own brand independent tea drinking blend bars/ retail

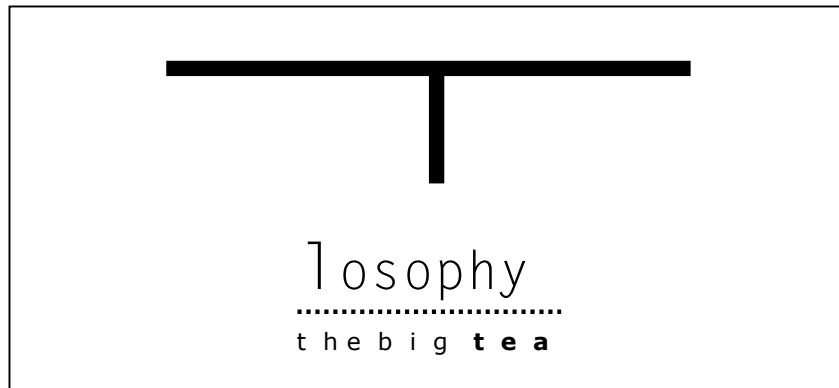
Tiosophy iced Tea Cocktail bars/

Tiosophy retail units/

Tiosophy + concept store

Tiosophy tea salons

Tiosophy spa-ce- Tiosophy spa- partnering with hotel spa chain-
Spa utilising t products



New Tlosophy concepts// 2

T losophy + lifestyle concept store + eden /(eco Colette)
to feature Tlosophy own-retail sub brands

Tlosophy Taste

Tableware to drink tea from

Tlosophy slow

Music to drink Tea by -Warners

Tlosophy lounge

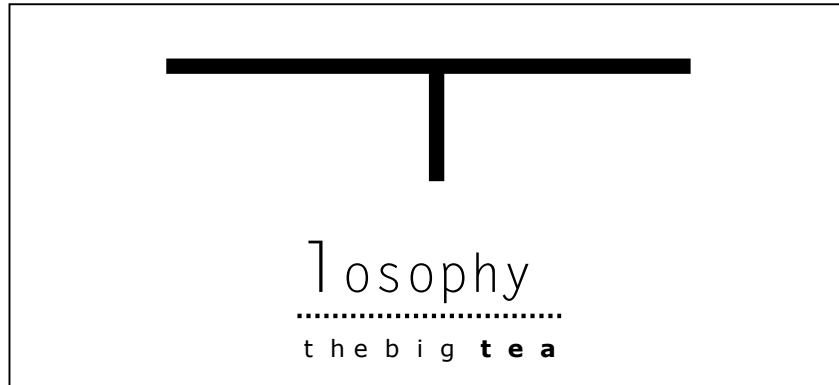
Clothes to drink Tea in

Tlosophy + concept store

accessories/tableware etc-partnering /

Tlosophy edit -objects of desire

Tlosophy Stories- books written by and chosen by Tlosophy



Wholesale/ retail balance & sub brand development analysis

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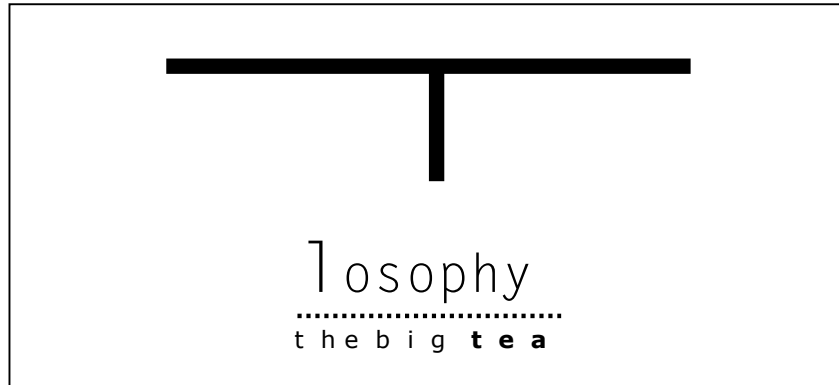
Sub brands -market sectors: Teas & T infused food related products

Supermarkets -volume wholesale sales-unplugged?

High end Restaurants/ Hotel restaurants

High end gourmet stores /stand alone in store units wholefood market/ Harvey Nichols/ Selfridges food hall/

/ concessions/ hotels -virgin-tea bar + tea rooms in first class (g McCullem / Fred Segal/ Barneys)



Sub brand sector: **Tosophy new product lines**- fragrances and body products: target sector: Spas, hotels, airlines, cruise lines

Wholesale & retail in stand alone or on a concession based unit.

Tosophy Room

Tealosophy. Candles. Fragrances. Soaps room sprays Linen sprays. Hair +wash products for the hotel sector

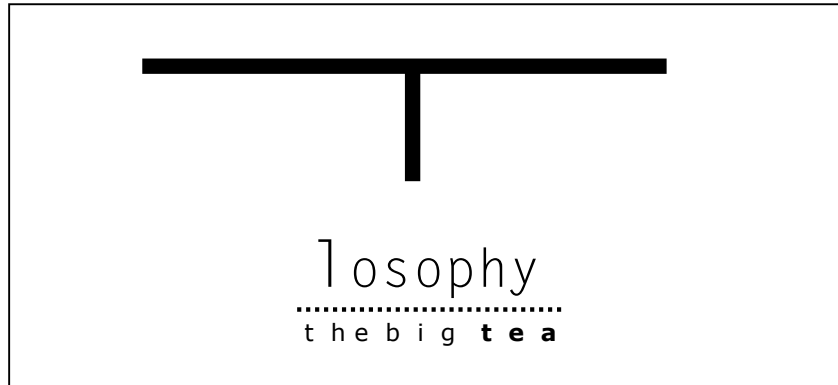
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Cosultacy –Ines

Blend creation for client's own brand-Starbucks/ Hasbro. Gucci ,



Establishing an online presence through the creation of an e-tailing website backed up by an e-tailing division.

Tiosophy E-tea

Tiosophy E-tea direct international sales to customer base from **Tiosophy** e-tailing website

Client register built from in-store visitors/ clients and online client base.
Create a client order log for marketing purposes and for ease of ordering & re-ordering by the client, adding value to brand.

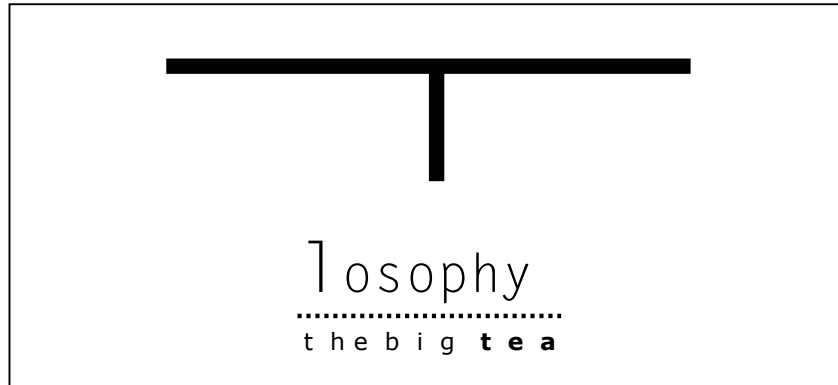
B-C/ business to consumer expanding substantially the reach of the potential global target market

E-mail marketing campaign+

Tiosophy website E commerce site building –Emil Bloeman/ Digital River
Quote of the day-to be sent to all online clients- spreading the message of

Tiosophy by subtle association rather than aggressive direct marketing.

Tealosophy online cross marketing to organic T shirts with quote of the day.



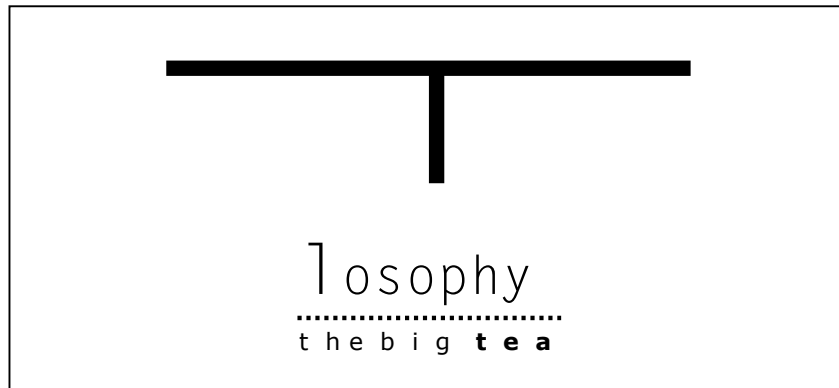
Market positioning

Competitors in the market place- Mariage freres/ Dammann/Two Tea(Taha Bouqdib)

Tosophy stores / analysis of BCN store

Tosophy store in BCN is more of a Tea dispensary –with many hand finished elements which make continuity of experience hard to achieve as they are totally dependent on the calibre and efficiency of the staff.

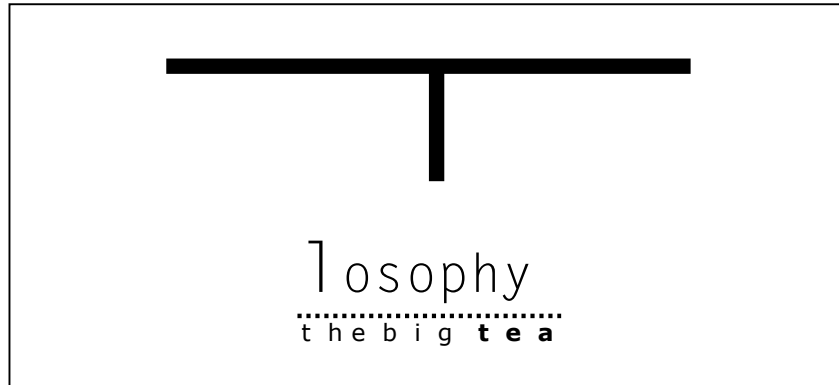
The stores are potentially the most labour intensive element of the group's current activities and may not necessarily be the most profitable. At present the quality of the staff determines the client's experience of the store. The stores work as brand ambassadors and awareness drivers although they may not necessarily be the most profitable element of the business – analysis is required of functionality and profitability of each store to try and implement a cohesive, personal and efficient experience for the end- user without de-personalising the brand experience . With the overall aim to increase the spend per capita while building brand awareness and increasing the client base in order to maximize the brand potential and build a unique, profit led ,successful business.



Tosophy stores / analysis of BCN store //2

In order to maximize the per capita spend the creation of an- instore **Tosophy Tea salon** for example into the BCN store would help the lack of footfall by creating a 'destination' store where clients could come & taste the tea and tea related cakes & chocolates , Janm session, and then buy the tea they had tried –so increasing the per capita spend from 6-10 € per transaction to potentially 20-30€. Additional **Tosophy** product lines could be incorporated into the store once they have been developed: flavoured sugars-iced teas , chocolates / cakes/ pastries made with Tea + products

The layout in-store could become more of a Tea Gallery-the art of tea with the Teas in sections – Market + present teas in ranges according to their properties and the target sector
i.e- calm etc to relax /Green berries-detox
clearly labeled according to what type of tea, what country of origin, what the properties of the teas are: Burnt orange walls -tins illuminated-tea candles burning with T fragrances in order to recreate and maintain the magic Ines brings to the stores.....even when she's not there .Tea sampling for stores that don't have a T salon.



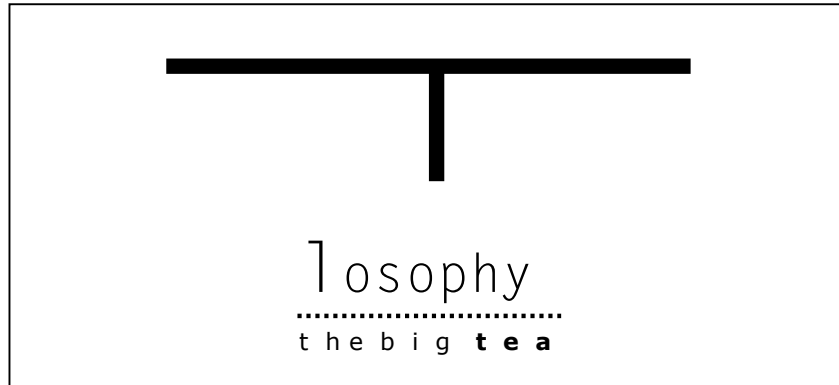
Current store analysis BCN

Streamlining operations & maximising returns

Handwritten tins, packets, labels offer a very personal service but are challenging for staff members working on their own and very labour intensive for store staff- when the store is busy. It would be useful to look at a new system that retains the personal service but with more continuity and less time intensive- perhaps pre-printed self adhesive labels that can be put on the tins, bags & boxes. Is the packaging recycled?.The Tea dispensary approach is very hands on with the continuity of experience hard to achieve .

By offering tea in store- adding a tea salon section.....additional staff running costs...will be incurred and capital costs for the moving of the store layout and kitting out the tea salon.

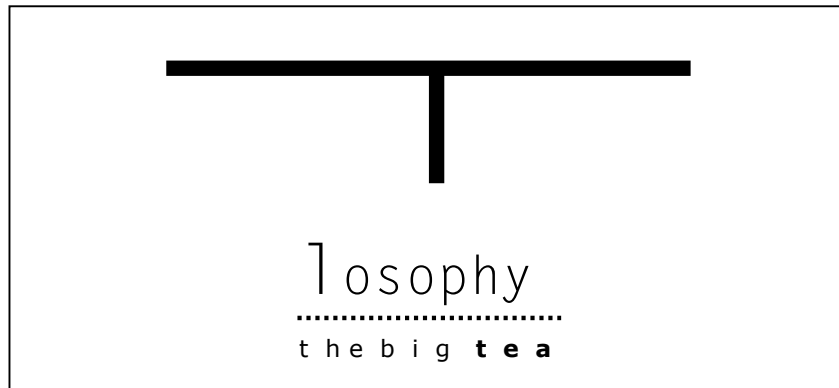
Atmosphere is very important at **Tiosophy**. Burning tea fragranced candles in store would add to the experience by drawing in potential clients to the fragranced teas that are unseen and often unknown when entering the store.



If a Tea salon is incorporated into **Tlosophy** BCN store- this would create the ideal opportunity to re-work the computer till desk which according to the staff (flor)is too small for the mouse to work and too far away from the packaging material. By creating larger more functional processing area for computer & changing it's layout to enable 1 member of the store to process & pack more easily.

Additional lighting would benefit the front window and help to get the store noticed. A sign in Traversera de Gracia pointing to the store would also help in driving clients to the store.

Store management & stock control and re-ordering? Should each store have a manager + a sales assistant? At present the turnover probably doesn't warrant an additional member of staff. A manager however could be responsible for brand continuity both in the way the store is run, the quality of the in-store experience and be responsible for stock positions and re-ordering and e-mail direct marketing.

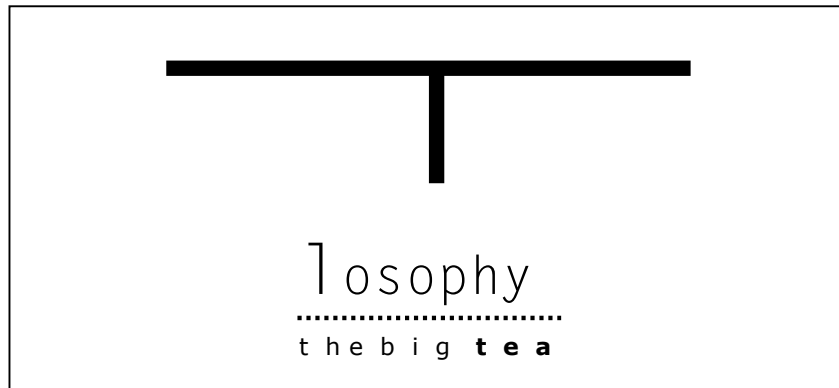


PR Campaign

It is essential for the successful brand building and high profiling of **Tealosophy**. To formulate a PR campaign both nationally and internationally by working with professional in the public relations sector. As shown by the incredible increase in volume of sales at the BCN store and further press enquiries generated by the piece on Ines in La Vanguardia. PR will always have authority over advertising and has been proven to be more cost effective. However it would be worth investigating online/ advertising & blogs for building brand awareness for Tealosophy e.g- Luxury Culture online site & 20 Ltd..

Cross promotional activity is always very effective with the right type of celebrity endorsements and partnering with London / Paris / NY fashion week / Model agencies/ goody bags/ oscars etc.

Analysis of PR related costs- perhaps more cost effective to have an independent PR or smaller company to work in a project basis initially or perhaps incorporate a PR person into the Core brand development team



Core brand development team

Ines Berton : Owner /Partner/ head of **Tiosophy** product creation

Head of **Tiosophy** Global Brand development /partner

Financial director-with experience of strategic growth+ development of a independently owned niche brand.

PR/ Marketing / Brand development strategy implementation.

Head of e-tailing operations (can be outsourced initially)

Location of Head office for Core development team to be discussed.

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