

# TASTY

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# EKA

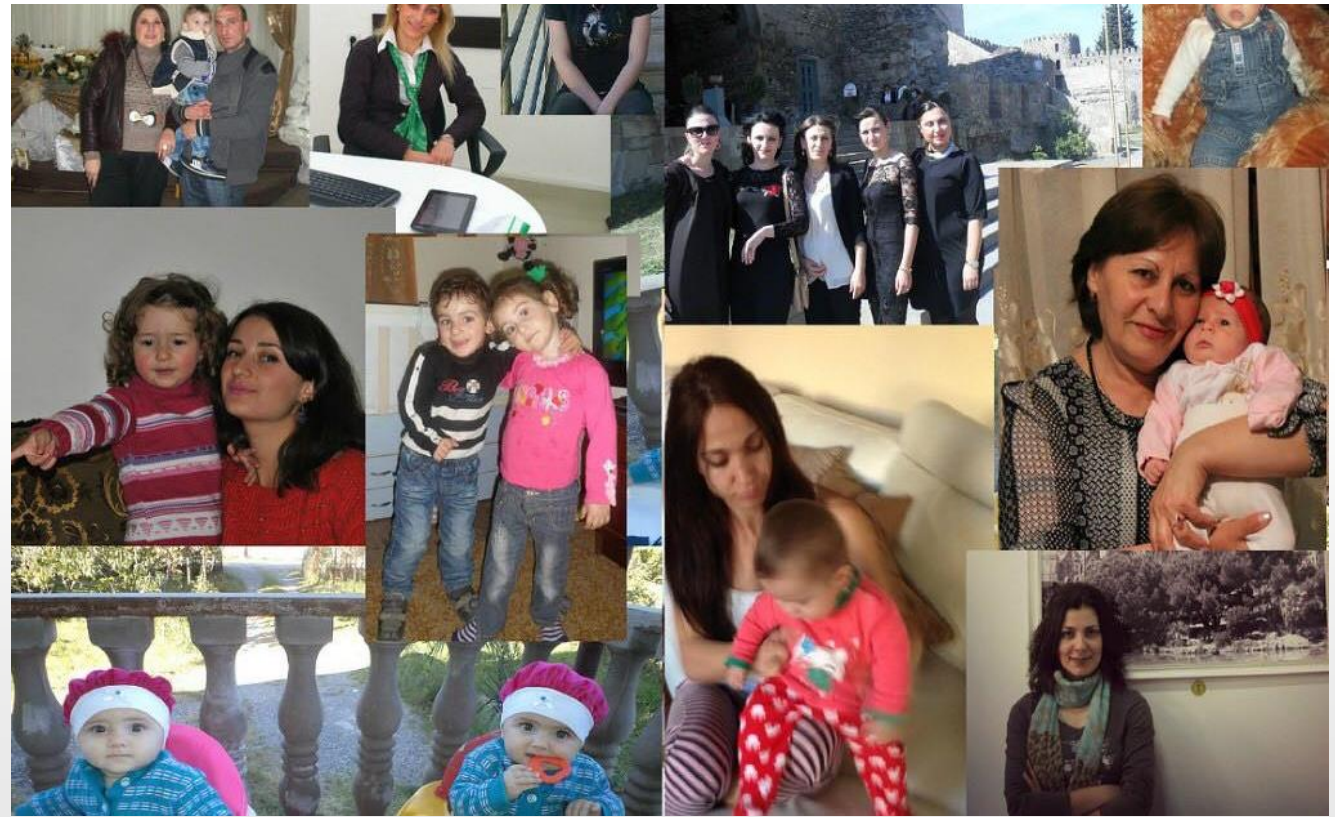
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- - Buys fruits and vegetables from local farmer
- - Wants to be sure product is made in Georgia
- - Product is organic
- - Her children are eating healthy products
- - Is not going in local restaurants because of fair of unhealthy products



# MOTHERS FROM GEORGIA

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A group of approximately 30-40 people, likely farmers, are posed for a group photo in front of a simple white building with a dark window. A blue car is parked to the right of the building. The background shows a rural landscape with fields and hills under a clear sky. The image has a dark overlay, and text is overlaid on the left and right sides.

# FARMERS

- - Can't sell the product locally
- - Have difficulties to transfer products in capital or other big cities
- - Have no place to sell (Regulation of Georgian Government)
- - Have no selling skills
- - Aren't aware of using Pesticides and fertilizers properly
- - Don't have finances to buy bio fertilizer
- - Can't keep for a long time



With the help of our Association, in May-August, "Bio Mart" LLC has produced bean using organic method of production;

Association recommended the company to use ecologically clean, 500-grams packaging;

# ORGANIC PRODUCTS

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**KIOSK + REASTAURANT = HAPPY FARMERS  
AND FAMILIES**

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### SWOT Analysis Chart

<b>Strengths</b> <ul style="list-style-type: none"><li>• Few competitors</li><li>• Shop + restaurant</li><li>• New concept</li><li>• value</li></ul>	<b>Weaknesses</b> <ul style="list-style-type: none"><li>• Unexpected circumstances</li><li>• Strengthes can happen on delivering supply for restaurants</li><li>• Lack of qualified staff in the beginning</li></ul>
<b>Opportunities</b> <ul style="list-style-type: none"><li>• Spreading to other countries</li><li>• Make bigger places</li><li>• Expand to provide events, schools and cities facilities</li></ul>	<b>Threats</b> <ul style="list-style-type: none"><li>• Competing restaurants located nearly</li><li>• New upcoming restaurants opening in the neighborhood</li><li>• Rising price of certain food</li><li>• Chemicals</li><li>• Weather conditions</li><li>• Change of product lines</li><li>• Labeling &amp; documentation -&gt;monitoring processes</li></ul>