



Questions raised

Through REFFEN's problem statement on the company's current situation and our investigation of related factors in the macro environment that may affect the interests of REFFEN, the following findings have been obtained.

problem analysis

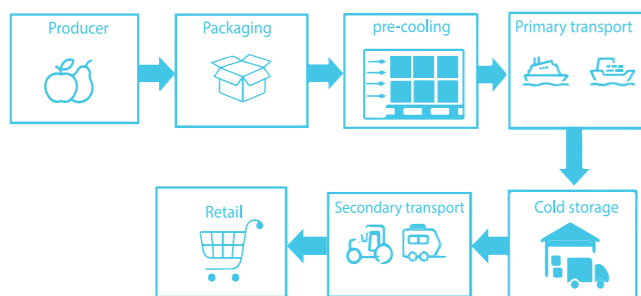
Analyzing the shortcomings of REFFEN through the SWOT model is obvious, and for a company with snack street as its core product, seasonal issues are overwhelming, and sudden changes in weather will also affect customer experience. After knowing the problem, what we have to do is find a way to make REFFEN like spring all year round, and even turn its weaknesses into advantages, so as to improve the consumer experience of customers and increase the benefits for REFFEN.

Denmark introduced legislation in the organic field in 1987

In 2009, the Danish Veterinary and Food Administration introduced the organic meal label



16% have gold label
39% have silver label
45% have copper label



30% of fruits and vegetables are damaged during transportation

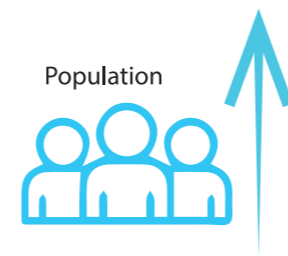
Dialectical solution

The simple and straightforward solution is to build a greenhouse. In order to confirm the feasibility of our idea, we also conducted a macro environmental investigation (PESTEL) and used the double masonry model to find the best activities in the greenhouse. Denmark is the first country to have strict legislation on green organic food. At the same time, various channels and methods are used

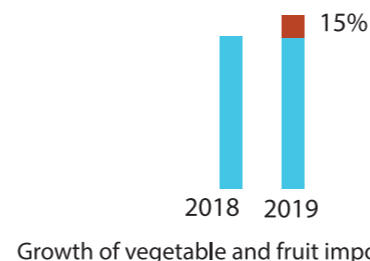
to promote the consumption of organic food by consumers. Danes have a high environmental awareness and at the same time actively participate in activities to tackle global warming. Because the climate in Denmark is not conducive to the perennial cultivation of fruits and vegetables, most fruits and vegetables are imported from Italy, France and other countries. In addition to increasing the labor cost, the transportation process seriously affects the

environment and causes great loss and waste of food.

The population of Denmark has been rising since 1995, and the economy of the whole country is also showing an upward trend. Coupled with people's yearning for a green life, I think the greenhouse project is basically in line with the development of food consumption trends.



Population



Growth of vegetable and fruit imports by 15% in 2019



1. 98% know the Organic Sign
2. 80% of them buy organic food
3. 50% of them buy every week

Alternative or second step

The LED vertical farm is the second step I considered. If the greenhouse project is popular, there will be a direct gap between fruit and vegetable production capacity and consumer demand, that is, demand will exceed supply. The advantage of LED farms is that the harvest per square meter can be 350 times higher than traditional planting methods, but the disadvantage is that the equipment is expensive and consumes electricity. Experts from many countries pointed out that this will be the future method of growing fruits and vegetables. At present, many Chinese restaurants and large company canteens have adopted LED vertical vegetable gardens.

Budget

It is our new consumer concept that we can grow, pick, purchase and eat the fruits and vegetables that the customers like – all year round. This unique method can improve customer service experience and customer loyalty. The budget is based on 100 square meters. The price depends on the material of the greenhouse and the place of purchase, ranging from 50,000 to 700,000, including heating equipment.

