



verditer

nutrition.

premium, organic and personalised fitness
supplements for women.

new business opportunity gap in the market

Research indicates that the supplements market is forecast to grow substantially in the coming years. In conjunction to this growth is the growing popularity and advancement of personalisation.

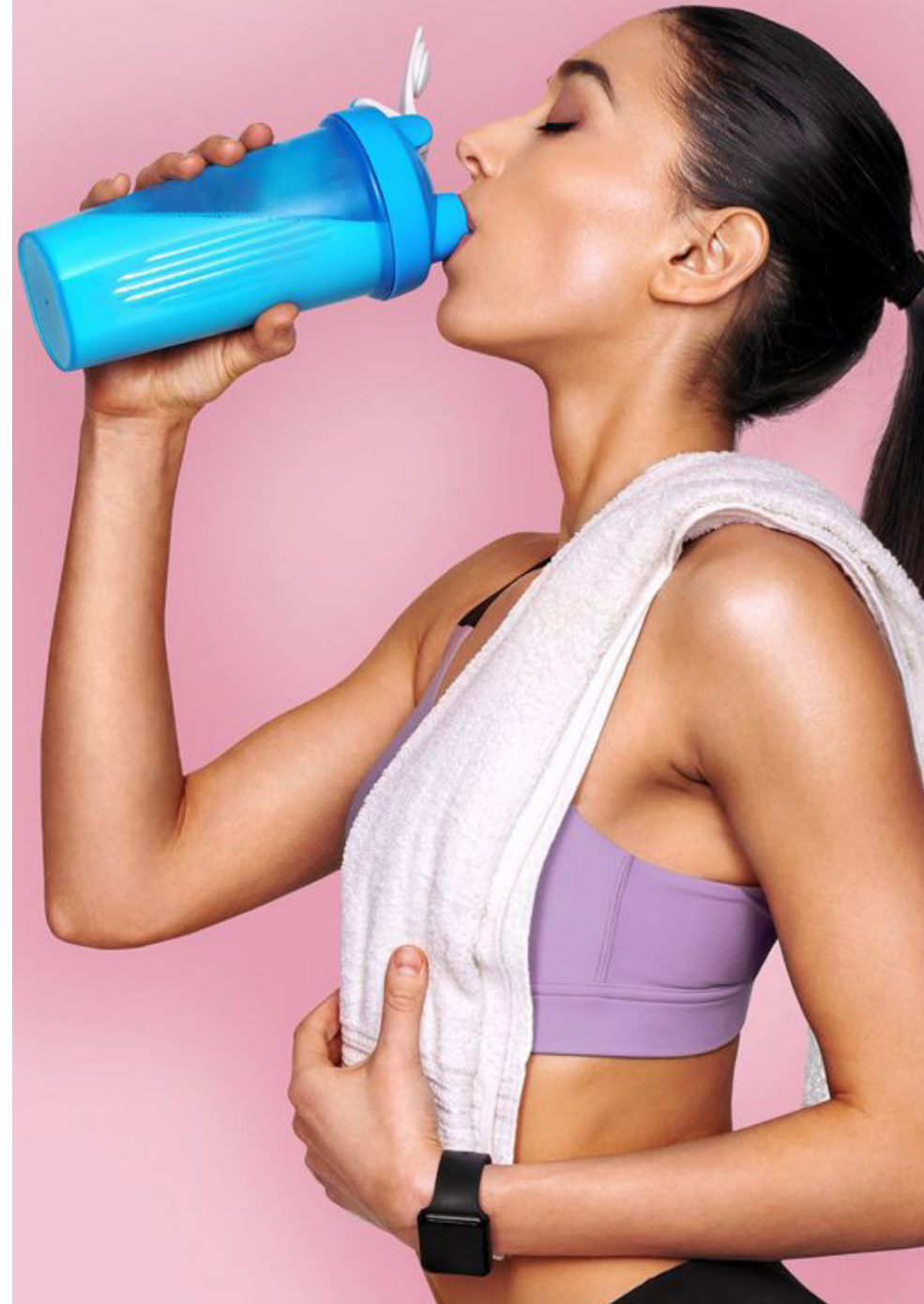
The move towards incorporating personalisation into everyday services is becoming more prevalent. The steady popularity of fitness supplements coupled with the newly adulated use of personalised supplements is an ideal direction to explore.

Introducing, Verditer Nutrition.

Committed to bridging the gap in the market for personalised fitness supplements for women, Verditer Nutrition will provide premium quality, organic fitness supplements with a strong element of personalisation to elaborate on a more personable and unique experience. This service includes the customisation of product packaging and the completion of a survey to determine appropriate products to cater to unique fitness goals.

Verditer Nutrition will be the pioneers for this acclaimed service and create a unique and recognised experience for customers. With the intent to bridge the gap in the market, and paving way for more female specific products to be introduced in the future, Verditer Nutrition will be the innovators for this service and elaborate on the representation of women in the fitness industry and as well as amalgamating two sought-after services to create a unique and contemporary service.

Primary research indicates that transparency and affordability is a pinnacle element in persuading consumers to purchase. There is little information on the extent of ingredient and supply chain transparency in fitness supplements. Therefore, this component is essential in gaining and maintaining consumer loyalty and attention.



new business opportunity

USP



for women

Verditer Nutrition will have a strong focus on women and target all products, marketing and personalisation fit that desired clientele. With a monopoly in the market,



personalisable

The personalisation feature, consisting of a quick 10 question survey, will analyse the physiologies, diets and lifestyles of consumers to present a personalised supplement scheme to best suit their individualistic goal. Consumers will only be recommended products that are going to benefit them.

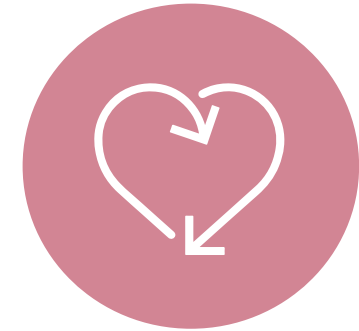
Furthermore, Consumers will be able to personalise their supplements by placing their names on the packaging as well as selecting their desired colour; to best fit their character and distinctive aesthetic.



premium quality

Verditer Nutrition will provide the best quality, organic ingredients at an affordable price.

Backed by science and approved by a team of skillful and experienced nutritionists, all products will be expertly composed to deliver optimal efficacy.



sustainable & transparent

All packaging utilised by the brand will be 100% compostable and zero waste. This includes product packaging and mailer boxes.

Full transparency will be displayed by Verditer Nutrition. All information regarding the ingredients and supply chains will be detailed. Sourcing, manufacturing and distributing of products will involve the most responsible practices.

Verditer will focus on product labelling with ingredients and nutritional information being obviously highlighted.



service overview

the concept

Based on the notion of combining and expanding on both the prominence of women's fitness supplements and the feature of personalisation, Verditer Nutrition has created a service which allows women to establish a **personalised supplement plan** based solely on their fitness goal and physiology.

Their personalised supplements plan will be the result of a **quick and efficient 10 question survey** which examines elements such as their lifestyle, diet and fitness goal.

To **avoid any misconceptions** and tackle questions helmed by potential customers, consumers are able to book 1:1 conversations with qualified nutritionists to eliminate any queries they may have and also **elaborate on the efficacy and benefits of our supplements**. Nutritionists are also able to further explain the benefits of each supplement pertaining to the individual's goals and lifestyle, and exactly how it has been included in their personalised supplementary plan.

Furthermore, as previously mentioned, a major impacting and rising, market trend is customisation. For maximum consumer satisfaction and with a bid to create something unique and in-demand, Verditer Nutrition will elaborate on the service of customisation and allow consumers creative direction in the look and aesthetic of their packaging. Their ability to choose the colour of the packet as well as place their name on it, not only places a more engaging and excitable experience, but also enhances their ability to express their own character and identity.

These features are available on both Verditer Nutrition's exclusive website and mobile app.

why is an app helpful?

The app will be available on all mobile devices, through the Apple and Google app stores.

A mobile app not only provides consumers with the ease and convenience of purchasing products or partaking the personalisation quiz, but also allows Verditer Nutrition the opportunity to provide a more engaging and immersive consumer experience.

verditer nutrition app



hey girl!!
welcome to
verditer
nutrition.



let us get to know you!

do our quick 5 minute survey to see what
supplements are perfect for you!



diet

Do you have any dietary preferences or restrictions?

Select all that apply.

- Gluten-free**
- Soy-free**
- Lactose-free**
- Vegan**
- Paleo diet**
- Ketogenic diet**
- None**
- Other**

goals

What are your fitness and nutrition goals?

Select all that apply.

- Build muscle**
- Gain weight**
- Lose weight**
- Maintain muscle**
- Improve fitness / sport performance**
- Improve / increase calorie intake**
- Other**

exercise

What exercises do you do?

Select all that apply.

- Cardio**
- Resistance / weight training**
- Yoga / pilates**
- Swimming**
- Cycling**
- Team sports**
- Other**

In-app survey consumers complete to determine their supplements plan.



by women,
for women.

brand story

brand story and message

Verditer is made of **malachite**, a crystal commonly depicted as representing **feminine strength and balance**. Verditer Nutrition will represent this strength and energy, with the mission to empower and support women in their highs and lows, and help overcome any obstacles that may make their journey hard and arduous.

Verditer Nutrition is all about personalisation, all about analysing and appreciating every individual's unique goal and lifestyle and ensuring that everyone is supported. We learn, we experiment and we create to ensure our customers get the best products catered to them.

We understand that everybody is different. Every body requires different things. We want to be the pioneers of helping women get what their body needs.

We are humans who want to help other humans with fun yet reliable products to help propel women into the version of themselves that makes them happiest.

Verditer Nutrition is made by women, for women with an amazing backing of science and expertise.

backed by science - all-natural ingredients - unique

brand story

brand dna pyramid



what about you and me?

Loyalty, Community, Engaging, Committed, Encouraging

what about you?

Efficacy, Quality, Personality and Customisation, Sustainability, Exciting.

what are you?

Informative and Supporting, Unique and Personal Experience, Empowering.

who are you?

Personalised Fitness Supplements, Backed by Science, Backed by Experts, Customisable and Sustainable Packaging.

branding
mailer box



Simple yet aesthetically pleasing and playful packaging to attract and engage with consumers when they receive their package. This will allow Verditer Nutrition to deliver a unique shopping experience away from a physical store.



integrated marketing thank you cards



To further establish a relationship with the consumer, personalised thank you cards will be included in each mailer box. This will hopefully encourage brand loyalty, repeat sales and stimulate word-of-mouth to strengthen brand popularity.

integrated marketing influencer marketing

"Micro-influencers
drive 60%
higher campaign
engagement
rates than macro-
influencers."
(Ad Week, 2020)



Verditer Nutrition will work with micro influencers to drive engagement and reputation through loyal followers.

Micro-influencers with followers ranging from 1,000 to 50,000 followers will be ideal.

With a smaller, more saturated and targeted following, micro-influencers have a more responsive and interactive following; those who trust the influencers enough to react on any / all recommendations. Furthermore, Micro-influencers are more likely to carry-out a conversation with potential customers, answer their questions promptly and genuinely advocate / promote products without the sole intention of receiving payment. **(Influencer Marketing Hub, 2020)**

Frequently, micro-influencers reside within a specific niche, therefore, Verditer Nutrition could benefit from partnering with a micro-influencer specialising in health, fitness and holistic living, to efficiently reach a more targeted audience. **(Business 2 Community, 2021)**

Micro-influencers will be used across all social media platforms; i.e. Instagram, Twitter and Tik Tok, with mediums such as stories and grid posts being a desired method.

integrated marketing

digital campaigns

#DESIGNYOURSTRENGTH will be the hashtag utilised throughout the campaigning process. It's striking, easy to remember and will intrigue potential customers. The hashtag will be prominent across all social media platforms and will be utilised by influencers when promoting the products. It is a seamless way for customers to find related posts and easily access reviews and other campaign materials.

The hashtag will also be accompanied by a website link which drives the consumer straight to the product selection on the website and a message on the personalisation quiz.

#designyourstrength

verditer
nutrition.



distribution strategy: UK legalities and regulations



There are a plethora of rules and regulations to be obeyed when manufacturing and distributing food supplements in the UK. This is a result of counterfeit products being sold in the market and thus causing harm to customers.

Verditer Nutrition will register as a 'Food Business Operator' to all local authorities, to authorise the production and distribution of food supplements.

Verditer Nutrition will abide by all legalities and ensure that the required health and nutrition mandates are followed to the correct standards.

All products must be considered a 'food supplement' and will be proscribed from branding all nutritional goods as a 'diet supplement'. This ensures that all products are subject to the general provisions of food laws such as the Food and Safety Act.

Traceability records are to be retained and provided, this includes documents such as invoices, delivery notes and all production and manufacturing details.

Crucially, Verditer Nutrition will follow the Good Manufacturing Practice (GMP) which outlines that all products are constantly produced and controlled to the exemplary standard and any risks involved in the pharmaceutical production of products will be eliminated and exempt from commercial sale.

(Medicines & Healthcare products Regulatory Agency, 2021)

sustainability

ingredients

The process of sourcing, blending and manufacturing ingredients will be sustainable, minimal waste and organic.

Every effort will be made to ensure that all waste products are suitably recycled.

Verditer Nutrition will be committed to sourcing ingredients that protect the ecosystem and that practice fair and sufficient compensation to all members of the supply chain. All ingredients will be void of any harsh chemicals, free of any GMOs and organically produced / sourced.

Verditer Nutrition will be a member of the HFMA, to ensure that all practices, ingredients and labels are in conjunction with regulations laid out by the Food Standards Agency (FSA) and Medicines and Healthcare products Regulatory Agency (MHRA). The HFMA will also act as a means to validate that Verditer Nutrition produces the most responsible and high quality products. (HFMA, 2021)



“ingredients with a sustainable background will add tremendous value to a product’s label.”
(Natural Products Insider, 2020)



sustainability sustainable packaging



68% of consumers
associate plastic
with ocean
pollution and
brand it 'harmful'.
(Circular Online,
2020)



All packaging will be 100% compostable to emphasise sustainable practices and encourage consumers to adopt a more conscious lifestyle. Verditer Nutrition will work to minimise the ecological footprint and eliminate any negative manufacturing impacts.

Verditer Nutrition will abide by the Extended Producer Responsibility (EPR) code, which implements the use of recyclable packaging in the UK and EU. (McKinsey, 2020)

The packaging will be made of 100% cardboard, UK manufactured and suitable for food supplements. Furthermore, all mailer boxes will be sized to fit the products perfectly to avoid wasted space and unnecessary packaging / filler.

A company such as Tri-pack will be the main supplier; providing reliable packaging for food and pharmaceutical products.

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admirer



nutrition.