

Case study 2: Creating one of the most innovative businesses in food sector in Romania

Through detailed analysis of the consumers lifestyle a new concept in the food sector was developed

The Challenge

- To enter with a winning food/horeca concept on a very competitive market with strong players.
- Develop an unique food concept unlike anything currently operating on the market.



Schiere | Simiuc & Partners Analysis

- Deep understanding of the consumers lifestyle and eating habits
- Analysis of consumers brand preferences
- Analysis of trends and products on the market



- Build the business concept
- Portfolio development
- Build the marketing plan
- Naming
- Branding campaign



- Communication platform
- Original and innovative launch campaign



The Results

frufru - fresh pasta to go concept



“The most innovative business concept of 2007”

Delivery center (2007)
2nd shop opened (2008)



•One of our partners is also co-owner of the frufru enterprise.