

Place

The place strategy of Michel & Augustin divided 3 stages. From the first stage to the last stage, their place gradually from single into diversity. Since Michel & Augustin's started to sell their product called "petit sablé rond et bon", their distribution has been changing a lot. At the beginning, they start to sell them in two convenience stores in Paris, after that, they sell them in bakeries. They sell their products based on the network of shops.

Michel & Augustin's officially sell in Monoprix since 2006, and this is the first supermarket chain to distribute Michel & Augustin's products. Monoprix develops their strategy by redefining promotion and communication. They sell premium products perfectly satisfied the young entrepreneurs' demand for a larger distribution and supply chain. Soon, some of the famous distributors such as Colette, La Grande Épicerie and other concept-stores started to sell Michel & Augustin's products, even they distributed all around the France in mega stores (Carrefour), the supermarkets (Casino), and most of the urban convenience stores.

In 2009, Michel et Augustin's decided to build the first store in Paris Montparnasse trains station. Through this decision, they can spread the brand awareness, the customers buy their products from the train station and bring their products to another place, it virtually helps them to promote their product. Michel et Augustin's objective is very clear and they put a forward to archive it. They want to sell their products wherever the customers were. Nowadays, you can easily find their products in TGV, plane or the cinema.

Promotion

There are two unique ways that Michel et Augustin's use for promoting their products. In fact, some of their promotion are come from internet such as their official website and social media platform, others are implemented through special operations. Here are some few example of their special operations: In 2006, they participated in a launch conference which is organized by Danone company. They gave away their products to most of the attendees. In 2007, they planned to put their product on Bill Gates' desk during an entrepreneurs conference in Paris Palais des Congrès, and got him to drink some of it.

Capital, the famous French business magazine said that the impact of this operation would have cost the company over 100k€ of advertising spaces on regular medias. In addition, they organized give-away event at Place de la Madeleine and dressed in cow costumes at La Motte-Picquet's subway station in Paris. These kinds of moves make the customer to get more familiar with their products and their packaging, friendly at same time increase the brand awareness.

Market Entry Strategies

Michel et Augustin implement the indirectly market entry strategies. From the market mix analysis, we know that they do have the store to sell their own products. However, most of their products are still distributed to customers by distributors and retailers. Michel et Augustin are charged by themselves as following: product development (for example exploring the new taste and new products), design, production, packaging and promotion.

For product development, they continue develop their products to acquire potential customer and occupy the market share, and design, production and packaging will lead the product from the development phase trans to final products. Through their promotion which we had been discussed in the previous section, they can accelerate the products flow to the customer, but it needs some distributors and retailers get involved to spread and transport their products all over the French market. And this is where indirectly entry strategy is. For current situation, Michel et Augustin did not meet the economic scale, also their marketing and distribution network have a large potential need to dig and improve. Therefore, this strategy is more appropriate for them.

Targeted Advertising

Michel et Augustin promote and advertise their products through SEM (search engine marketing), social media (post the product's picture or promotion information on the online social platform), TV (general commercial), mobile (commercial message or notification from the application) etc. These advertising are both implement in digital or online, which is the most way they used.

Not only these, they also use the sociodemographic targeting and location-based targeting. Their products focus on the consumers who have more obvious characteristic. This including their age (more young people and kids), salary (moderate upper consumer group), and preference (more likely to choose tradition products or innovate products). These data could help him to use in other channel of targeted advertising. For location-based targeting, they focus on where the customer likely to willing to buy their products, or where is the potential customer most likely to appear. That is the reason why Michel et Augustin decide to select the position of their store and some advertising near the train station, shopping mall, square or movie theater.