



Le Panier Francais™

Product Representation & Logistics



"You miss 100% of the shots you don't take"
Gretsky, Professional US Hockey Player

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1. Introduction

We at Le Panier Francais love France. We love the culture, we love the lifestyle, but most importantly, we love the food! We are so fortunate to be able to represent French food here in the United States. We are always looking for new French products to offer to our customers and we would love to add your product(s) to our catalog as well.

The decision to sell French products in the United States is exciting, but the process, in which products are certified, shipped, stored, and sold, is daunting. The good news? We are here to help, guide, and support you in this endeavor.

2. Who We Are

Founded in 2009, **Le Panier Francais** is an online source of French gifts and products from France. The family-owned business was founded based on a love of all things French, particularly food. We pride ourselves on bringing a little of France to the US. We carry a variety of French favorites, such as Teisseire syrups, St. Michel cookies, Francine flour, Amora products and Yves Thuries chocolates.

Le Panier Francais key facts:

- 67% growth year over year since inception.
- 2,500 newsletter subscribers and counting.
- Retail and wholesale customers.
- 243,000 emails sent to subscribers from French lovers online communities every month.
- 21% of returning visitors.
- A Growing presence.
- Marketplaces presences, shopping and optimized search engines visibility.

We pride ourselves in providing the lowest prices online and delivering the best service to our customers. The numbers speak for themselves: 7% of first time customers order from **Le Panier Francais** again.

*“Our goal is to be a key player as an online marketplace
for French products in the US.”*

Jean-Pierre Brunet, CEO Le Panier Francais

Teisseire, Chocolats Yves Thuries, Francine and St Michel are brands name ©copyright

3. Products Representation in the US

Congratulations, you have decided to market your products in the US! If only you knew where to start. The process to have your products compliant to FDA standards and distributed in the United States can be difficult but we draw on 50+ years of combined experience of helping other French companies get their products certified to American standards and sold through our website and digital channels. Here is how Le Panier Francais can help your company.

First, we will conduct a market analysis for your product. We need to make sure that there is a market for your product and that it can be priced competitively. If so, we will pursue a partnership based on contractual agreements.

Next, we will guide you through US certifications and import process so your products can be shipped to our warehouse in Chicago, Illinois. Le Panier Francais will then handle all activities related to sales, both online and through retail field presence, if applicable.

You won't need to worry about logistics. We will manage orders, returns, and inventories for you as well as developing your US internet presence.

4. Process

We have developed a process that allows us to bring you up to speed smoothly as it relates to the resell of French goods within the United States of America.

We have simplified the process to a point, where all the heavy lifting labor is done by us. We'll guide you through the different steps process.

The process is based on a continuous process improvement methodology following program management best practices.

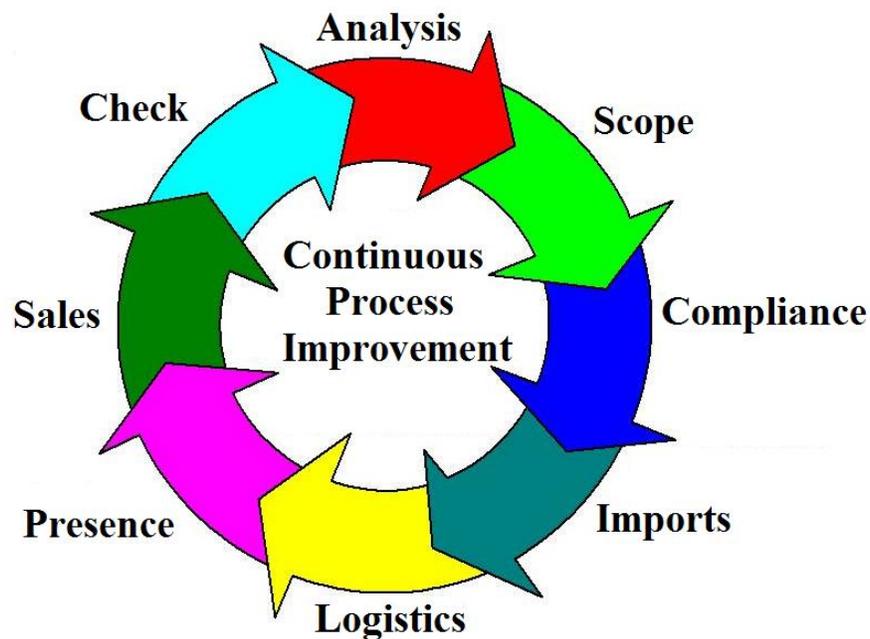


Fig §1 - Continuous Process Improvement - Le Panier Francais

4.1. Discovery

The first step is to understand what you are looking for, and we'll guide you to make sure that your role and the mission are clear for both parties. During this phase, the scope of work of Le Panier Francais will be defined. As an example some companies prefer having us handle logistics as well as Internet media representation while they are leading the sales aspect of their business. In some other cases we simply provide Internet presence. Each project is different in term of deal structure, and we are flexible enough to work around your vision.

Main steps of this phase:

① Ideation ② Evaluation ③ Testing ④ Pricing ⑤ Deal Structure ⑥ Go/No Go Decision

4.2. Import

This phase is critical to make sure your products are compliant with the US FDA regulations. We'll use our network of partners to make sure that labeling, marking and product conformity are respected. We do things right by the code and all paperwork will be put in place to bring the project to the next phase.

We help ensure that:

- You will be represented by a certified FDA agent located in the US.
- Your products will be compliant upon entry in the US.
- Your certifications are valid and up to dates.
- Your customs, bonds and paper work are in order.
- Your insurances are set and valid.
- All parties needed for shipping from France are tracked.

Main steps of this phase:

① FDA ② Compliance ③ Packaging ④ Import ⑤ Shipping ⑥ Delivery

4.3. Logistics

Your products will be racked and stacked in our warehouse in Chicago, Illinois. We are going to provide an array of services in order to distribute your products on your behalf. The services range from pallet in and out, as well as customized ones. We'll pick and pack orders coming from you or from the different media such as Amazon, Ebay, Rakuten and our website. If you need specific services like marketing insertion documents, gift baskets, monthly boxes, we'll be glad to help you on any type of projects.

Main steps process of this phase.

- ① Inventory ② Pick and Pack ③ Orders management ④ Shipping ⑤ Forecast



Fig §2 - Logistics, from container & pallet to retail & wholesale.

4.4. Media Representation

This phase is very important because it is going to build your internet presence in the US. Upon delivery of the products, we'll make sure that we have pictures professionally shot and prepared for the different media insertion.

Your products will be inserted on our website, as long as they are in line with our philosophy for quality and are close to French roots.

We are going to push your products to a list of search engines, market places and comparison sites in order to build visibility and awareness of these new products.

At this stage a marketing budget is requested in order to feed the different market places, search engines and comparison sites.

Main steps of this phase:

- ① Digital Marketing ② Optimization ③ Insertion ④ Publishing ⑤ Testing



Fig §3 - Le Panier Francais and digital presence.

We are adding new channels regularly as part of the digital marketing growth efforts made by Le Panier Francais. When a new channel is developed we add it to our portfolio and you will be notified to take advantage of it.

5. Sales

Our main sales channel is the internet but if you wish we can insert your products and be represented by our upcoming sales force. Le Panier Francais is planning a launch for September 2015 in the Chicago land area as a pilot phase. Your products will be part of the sales team catalog for our field activities. When products sell, if they sell, rewards will be generated for both parties and should lay the ground for further development.

Please note that selling is not an exact science, and our continuous improvement process is designed to help optimize this phase of your project. However, and as a disclaimer, Le Panier Francais cannot guarantee that your products will sell.

6. Maintaining and Developing our Relationship

Just like we want our customers to be happy, we want to make sure that you are happy with our services. Because we see ourselves as your strategic partner, we will provide account management on a regular basis to make sure that you are kept updated of sales. We want to stay in touch and we want to keep looking for ways to maintain and grow our relationship.

7. Contact Us

We hope that this document give you an idea of the range of services that we offer to help you develop your presence in the United States.

If you want to launch your project, contact us to get started:

contact@lepanierfrancais.com

<http://www.lepanierfrancais.com>



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