

# beeBusiness

## Episode 1

The honey yield was very good this year.

And to whom to sell all this honey now?

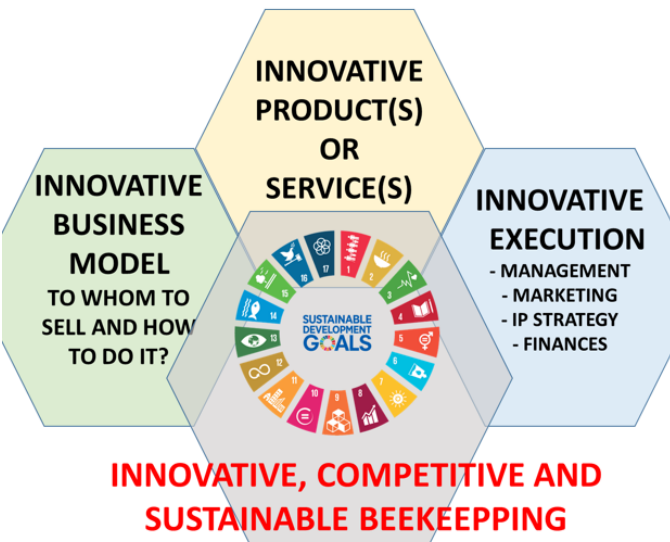


The beeB project can help. But you should be aware that your business is much more than just producing honey.

Are there any rules we can apply and considerably improve our financial performance.



To achieve success, several factors have to be considered simultaneously.



Customers should be at the centre of your business. Don't tell them what they should do or buy. Educate and offer them products that will solve their problems or satisfy their needs.

Marketing Pull,  
not Technology Push



Choose you product/services portfolio wisely.

Different vs. Cheaper



Decide on the technology and organisation of your production.

Stationary vs. Mobile  
Beekeeping



**Marketing is very important.**

**Guerilla- vs. Megamarketing**



**Sales even more!**

**Short supply chains vs. wholesale**



Please be aware, if you have selected guerilla marketing and short supply chains, it's very important to brand and certify you products.

**Brand is just like a traffic sign; if your customers are satisfied with your products, your brand will help them in their consecutive purchases.**



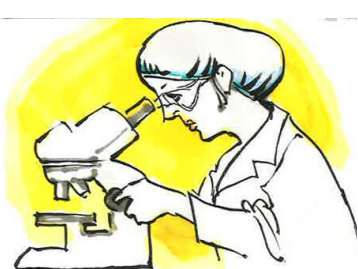
Write a business plan, set your goals reasonably, secure sufficient financing, prepare comprehensive contingency plan.

**Hire a reliable aid for jobs you don't understand or don't have a time to do. Those jobs are not less important.**



**Get help from peers, scientists, consultants. Have a mentor.**

There are many mobility programs, explore Erasmus for young Entrepreneurs, Mobilise SME, EIT Food...



We are almost at the end. Don't be scared but proud and ambitious. Beekeepers are very important for Earth's ecosystem. Find the balance between a noble mission and a competitive business. The beeB team is offering help and wishes you a good luck in your future endeavours.



<http://beebproject.eu/>