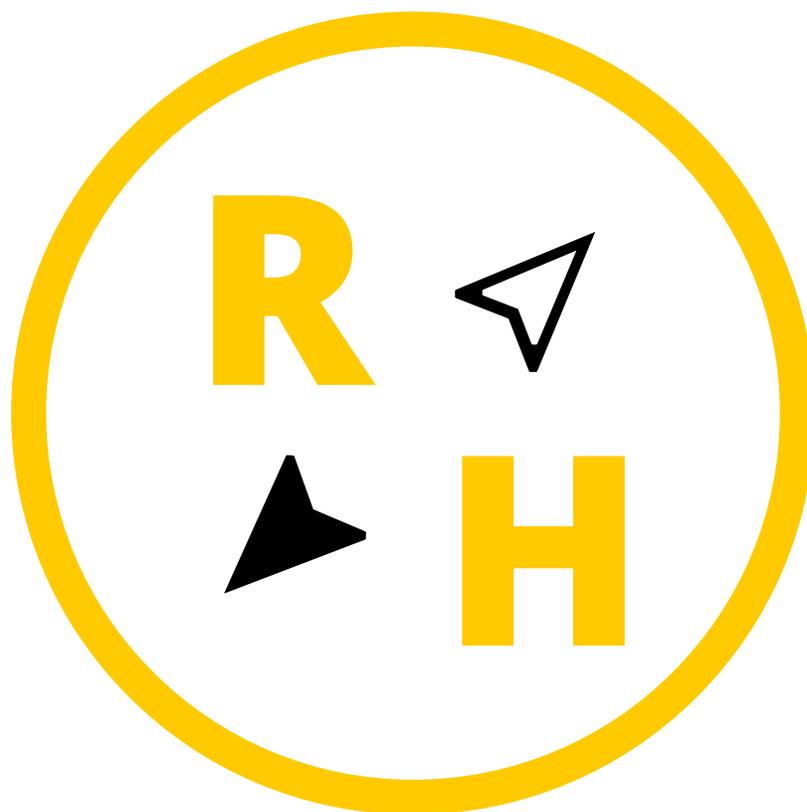


HR MARKETING HR SYMPOSIUM 2021



GURU

DRAFTED BY SANDRA BOUCHARD BAA BUSINESS ADMINISTRATION IN HUMAN
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HR SYMPOSIUM 2021

DISCOVER MORE ABOUT THE BRAND

Guru history

Sometimes a revolution comes from an unexpected place.

Let's go back to the 90s, where **Smart Drinks** were a huge feature of the Montreal nightclub scene; natural, plant-based energizing smoothies!

In 1999, we launched the world's first **Natural Energy Drink!** It was our way of providing those who needed it with a ready-to-drink natural source of energy to get them through the party!

Today, we spend a little less time partying and a little more time outside recharging our batteries with **nature**. Our dreams remain great: to help everyone become the best version of themselves and make their biggest dreams come true.

We believe that good energy should not come at the expense of health. This is why we are on a **mission** to clean up the energy drink industry. One can at a time.

Vision: To replicate our success in Quebec in the rest of Canada and in California.

Values:

Be passionate - Be curious, love what you do and share your passion

Share the good energy - Smile and shine.

Stay authentic - stay authentic and show us your true self!

Keep your entrepreneurial spirit: Take charge and step out of your comfort zone...every single day

Let's win together - Together we go further and have more fun!

US Market

We currently distribute in the United States in different businesses such as pharmacies and grocery stores. We are successful and are the 7th fastest growing SKU (Stock Keeping Unit) in California. Our current activities include social media presence, in-store offerings and in-store samplings. We want to move from simple sampling and distribution towards a more local buzz around our brand. We don't aim to be mainstream, but rather grassroots and local by connecting, engaging and sampling with our target group. The reality is that we are short of resources and are in competition with much bigger brands...

Profile of the competitors in the US:

The analysis results of our main competitors in California are divided into two (2) categories. The first is that of the "big players"; we are in competition in all markets with these drinks. The second is the "best for athletes" category, the best option in terms of energy drink at an organic and health level.

Better-for-you players					Big Players		
 <p>Recovery for your active lifestyle!</p> <ul style="list-style-type: none"> - Outdoors (Biking, Hiking) - Vegan - Vitamins 	 <p>Power from a good place!</p> <ul style="list-style-type: none"> - Organic (certified B Corp, USDA, Fair trade) - Clean energy 	 <p>Flavor & Fun with no bad stuff!</p> <ul style="list-style-type: none"> - Plant based ingredients - Non GMO certified - Vegan 	 <p>Live It!</p> <ul style="list-style-type: none"> - Active Lifestyle - Essential energy - Sparkling 	 <p>AWAKEN THE MIND!</p> <ul style="list-style-type: none"> - Rich in nutrients - Yerba Mate - Community 	 <p>Red Bull gives you wings!</p> <ul style="list-style-type: none"> - Extreme sports - Refresh your body and mind - You can achieve anything you want 	 <p>Unleash the beast</p> <ul style="list-style-type: none"> - Construction industry - Motor sports (big trucks) 	 <p>Party like a rockstar!</p> <ul style="list-style-type: none"> - Younger generation who wants to be wild and free!

Your task

Your task is to provide us with a campaign highlighting our employer brand with the objective of recruiting sales representatives in the territory of California (United States).

The campaign must be broadcast on 2 social media platforms and must respect the elements detected during the analysis of the Californian (US) territory market.

You will need to establish the "persona" related to your campaign and explain your choice to us.

Knowing that we have competitors who have the same USP (herbal and organic), we have to make sure that we differentiate ourselves, which is why we have to build the brand and perform this exercise.

Ingrédients actifs

Matcha

📍 ORIGINAIRE DU JAPON

♥ Le matcha est un thé vert de la plus haute qualité broyé en une fine poudre. On consomme la feuille entière, maximisant les effets bénéfiques du thé vert. La L-Théanine, un acide aminé contenu dans le thé matcha favorise un état d'éveil et de concentration.

🗨 Le thé matcha est au coeur de la cérémonie du thé japonaise depuis des siècles.

Fruits des moines

📍 ORIGINAIRE DU SUD DE LA CHINE

♥ Le fruit des moines tire son goût sucré des antioxydants qu'il contient et dont le pouvoir édulcorant est 300 fois supérieur à celui du sucre.

🗨 Le fruit des moines est utilisé par les moines chinois depuis le 13e siècle qui le considère comme le « fruit de la longévité ».

Stévia

📍 ORIGINAIRE D'AMÉRIQUE DU SUD

♥ Le stévia est une plante dont les feuilles ont un fort pouvoir sucrant, sans toutefois contenir de calories.

🗨 Le stévia est 200 fois plus sucré que le sucre de table dans la même concentration.

Thé vert

📍 ORIGINAIRE DE L'ASIE ORIENTALE

♥ Le thé vert est un puissant antioxydant. Sa caféine augmente la vigilance mentale et réduit la fatigue.

🗨 Le thé vert est le 2e breuvage le plus consommé au monde, tout juste après l'eau.

Guarana

📍 ORIGINAIRE DE L'AMAZONIE

♥ Les grains de guarana contiennent de la caféine qui augmente la vigilance mentale, l'endurance et réduit la fatigue.

🗨 Le mot guarana signifie "des fruits comme les yeux du peuple" en Guarani, le langage des peuples autochtones de la région Amazonienne.

Échinacée

📍 ORIGINAIRE D'AMÉRIQUE DU NORD

♥ La fleur d'échinacée soutient le système immunitaire et possède des propriétés antioxydantes.

🗨 Les autochtones d'Amérique ont longtemps utilisé les racines et l'extrait d'échinacée pour traiter divers maux. Aujourd'hui, plusieurs utilisent l'échinacée pour prévenir le rhume.

Ginseng

📍 ORIGINAIRE D'ASIE ORIENTALE

♥ Le ginseng est utilisé pour augmenter l'énergie physique et mentale.

🗨 Des millions de chinois consomment du ginseng quotidiennement, lui associant des vertus telles que le retardement des signes de vieillissement, l'amélioration de la santé sexuelle et la prévention de maladies.

Appendices

SALES REPRESENTATIVE

GURU is natural, it's 20 years of history and it's an ambition to grow! GURU shares its good organic energy enabling people to live out their passions and do amazing things!

Our mission is clear and simple. Clean up the energy drink industry.

With us, you **MUST** be authentic.

With us, you **MUST** have an entrepreneurial spirit.

With us, you **MUST** have the passion and energy to keep up with the pace of growth we have!

For us, getting out of your comfort zone is synonymous with growth! And at GURU, we are growing quite quickly!

Here, we thrive as a team. If this sounds like you... Read on!

A typical day as a GURU sales representative:

- Maintaining and developing strong and positive business relationships with customers
- Negotiating new contracts with our retail accounts (Grocery and convenience stores)
- Working with the Sales Manager to develop a strategy for future sales growth based on specific goals
- Maintaining inventory levels, restocking shelves and recommending appropriate item quantities to store management at time of order
- Coordinating sales efforts with marketing programs by setting up displays, monitoring compliance with special promotions and store agreements
- Maintaining and increasing storage space and product positioning
- Sharing your victories and challenges with your colleagues
- Being part of a team with family-like relationships
- Making a difference in the energy drink market and in people's health
- Going to bed with a sense of pride and accomplishment 😊

Personality is key...but here are a few points on the experience and expertise that we are looking for:

- You are always ready to roll up your sleeves and get the job done and achieve your goals - The GURU family walks/moves forward together
- You say “nothing is impossible” - A GURU adapts to any situation.
- You handle pressure like a champion - "Show must go on"
- You like a challenge and are a hard worker - A GURU goes the extra mile
- You are results driven - GURU gets sh*t done
- You are real and authentic - A GURU is bold and gold.

Some conditions and technical scope:

- 0-5 years of experience in a similar role, beverage industry a bonus
- Experience in customer service and sales
- Negotiation, interpersonal and organizational skills
- A valid driver's license (required)
- Based near the region

At GURU, you get more than just a paycheck:

- Competitive salary
- Reimbursement of company vehicle or mileage
- Health benefit plan
- Cell allowance
- Continuous training and daily coaching
- Free GURU
- GURU Swag
- Lots of other cool stuff
- A great team to work with