

Strategic planning



TEAWAY
Promoting Tea as the Engine of Growth
for the Black Sea Basin Area



The name of the product

- The products are on the market under a name or brand. A brand can be a word, a name, a term, a number, a symbol or a combination of all of these.



- https://www.e-fresh.gr/el/skonh-plynthrioy-alpine-ariel-22mez?gclid=Cj0KCQjw4X8BRCPARIsABmcnOqk57PhSw2gGFhb4sTcgf44ApFpJ42UgGf2LBdn6iOLxGRol-r3UgkaAn36EALw_wcB

Successful naming

- Simple
- To sound good
- Sort
- Easy to remember
- Ease to pronounce
- If possible to indicate the type or at least one of the characteristics of the product



η έκρηξη γεύσης
στην πόλη!

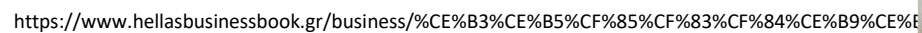
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SouvlaKomania

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ΚΟΛΟΚΟΤΡΩΝΗ & ΣΑΛΑΜΙΝΟΣ - ΑΣΠΡΟΠΥΡΓΟΣ

delivery
11:00-24:00



Programme co-fundé by the
EUROPEAN UNION



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- <http://www.yourgear.gr/archive/index.php/daily-pick/15-daily-pick/568-axortagos-onoma-kai-prama>



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The packaging and the label of the product

- The packaging protects the product from wear, damage or deterioration of its characteristics.
- It facilitates physical distribution through the distribution network.
- It makes it easy to place the product on the shelves of the store where it is sold.

The packaging and the label of the product

- It promotes the product at its points of sale.
- It helps to create the image of their product.
- It is an important factor in the differentiation of the product.

• <https://www.organizerstores.gr/rafia-mini-super-market-diatri25mm>



The packaging and the label of the product

- It facilitates the use of the product, especially when the product is such that it is consumed after many times.



The packaging and the label of the product

- For some products (eg medicines), packaging is an effective way to protect people with a weak judgment (eg children) from using products that may be dangerous.
- It helps to promote the product brand.



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The packaging and the label of the product

- For some products (eg medicines), packaging is an effective way to protect people with a weak judgment (eg children) from using products that may be dangerous.
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New trends in tea packaging

- The way tea is sold today is no longer the traditional way in bundles, in old-fashioned bags and labels, but now it is also sold in luxury packages in selected delis.
- Of course, it is still sold in large quantities in flea markets, often illegally collected and uprooted from its environment.



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The packaging and the label of the product

- For products such as food, etc. the standard packaging relieves traders from the hassle of calculating the quantity of the product.



The packaging and the label of the product

- The text that is usually written on the package provides instructions for the use as well as general information about the product.
- It helps to quickly locate the product in the store.

- <https://www.thanopoulos.gr/el/farina/2469-aleuri-sitou-gia-keik-500g-kokkini-giotis-farina-5201002000554.html>

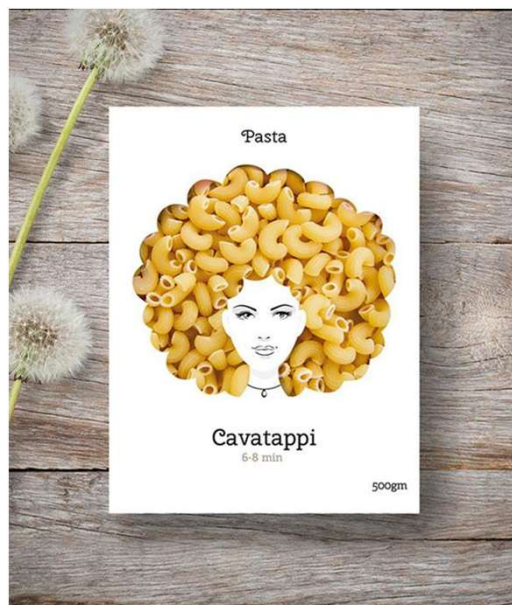


The evolution of packaging

- Buyers prefer good packaging even if it means a higher selling price.

- <https://www.tilestwra.com/i-pio-paraxenes-siskevasies-proionton/>





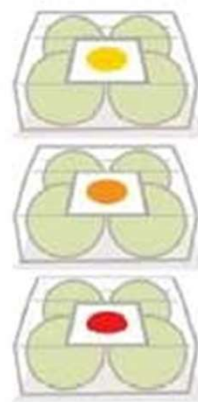


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Smart packaging

- It should prevent food spoilage by maintaining its integrity.
- It should retain the flavor and enhance the appearance of the packaged product.
- It must act in the changing environment of temperature and weather.
- It must contain clear product information, calorific value details, ingredients and other such necessary information.
- It may have markers of germ growth, along with markers of vibration, leakage and markers of microbial deterioration.



The barcode of everything

Package size

- The package can be single, single product, or multiple, multiple products. e.g. 6 beers together, detergents in big size.

- <https://www.mevgal.gr/frontend/product.php?aid=1077&cid=97&t=Straggisto-Giaourti-MEBGAL>



Problem or opportunity?

- <https://www.healthview.gr/30074/mipos-ine-epikindini-odontokrema-mas/>



Mind traps

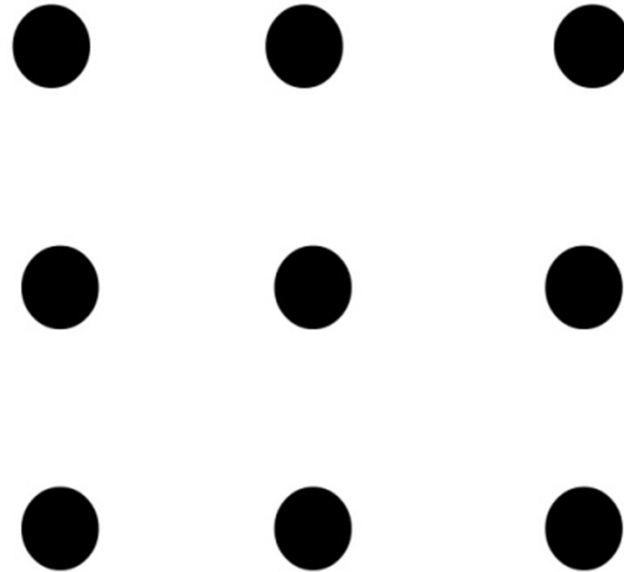
- We are called to be creative in the way we conduct research as well as in the way we use the results. But sometimes we let certain traps get in our minds. People often put obstacles and restrictions on themselves, even when these are not needed.



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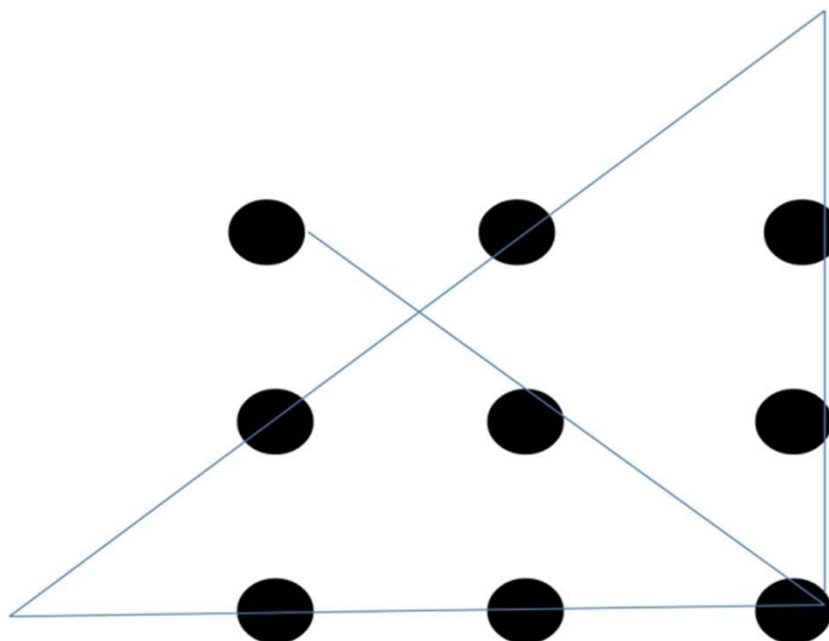


Mind traps



- Connect all the dots (9) with four lines, without putting your hand up (monocondyle).

Solution



Product

- A product can be an idea, a good, a service or any combination of these three. In the modern view of management, the producer does not sell a product but the benefits derived from the product. Each product can be considered as a set of technical (tangible) and symbolic (intangible) characteristics.



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Technical and Symbolic Values



- <https://www.suenoaroma.gr/proion/gynaikio-aroma-orquidea-orchidea-amp-sokolata/http://www.matrix24.gr/2014/05/pos-o-egkefalos-apokoc>



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Product selection

- Every consumer, even though he buys the product as a whole, usually takes a decision influenced only by some of the characteristics of the product. The retailer should be able to identify which feature the buyer is interested in in order to focus on it.



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Product image

- Its technical and symbolic characteristics
- What feelings it creates to the buyer
- The interpretation given by the buyer to the stimuli he receives through his senses

- https://epistoligr.blogspot.com/2017/09/blog-post_68.html#axzz6aU4jw7TG



Expected benefit

- The decision to buy and later on to obtain the product is nothing more than an expectation of benefit, an expectation of meeting needs based on the image of the product and the needs of the buyer.



- <https://babyradio.gr/o-kafes-ektos-apo-to-proino-xipnima-mas-prosferi-ke-alla-pleonektimata/>

Powerful image

- The MKT mix aims to create a **powerful** image, that does not to change easily, that is clear, that leaves no place for doubts and that, if possible, is **exclusive**. That does not look like any other product image and which compared to the images of competing products is **superior**.



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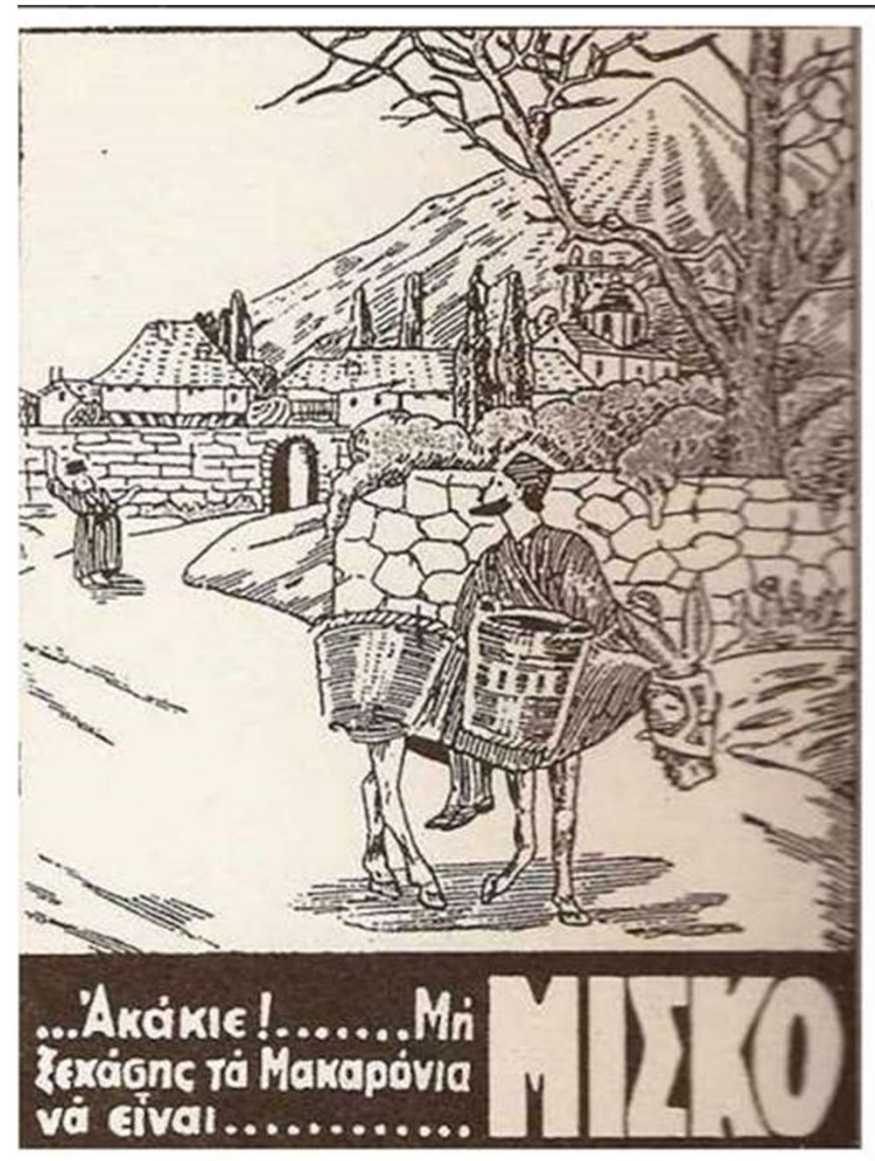


- <https://www.advertising.gr/advertising-2/kampanies/nea-kampania-gia-ton-nescaf-classic-apo-tin-ogilvyone/>



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- http://pythagorasxana.blogspot.com/2018/02/blog-post_83.html



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Product features – properties

- A feature of a product is displayed as its point of differentiation.

Eg. The only toothpaste with charcoal.



https://www.womenonly.gr/armonia/ygeia/arthro/einai_asfalis_h_odontokrema_me_anthraka-130991

Value for money

- Value for money. Examples of combinations: high price/ high quality, low price/ high quality, low price / high quality.



- <http://detoxnews.gr/-p539-169.htm>

Product use or implementation

- Emphasis on the way of using the product and on what needs it satisfies. For example the only ready-made soup to eat as a snack.



- <https://www.market-in.gr/el-gr/trofima-aleura-migmata-mageirikhs-zax-khs-soupes/knorr-quick-snack-manitarosoupa-12x36g>

Frequency of the use of the product

- Frequency of the use of the product. New uses of the products for greater frequency of use, e.g. use Philadelphia cheese in both savory and sweet dishes



- <https://www.ediva.gr/5-nostimes-idees-gia-santouits-filadelfia/>

Product class

- A new product class is created, eg. butter without calories, alcoholic drinks without alcohol etc.



- https://www.e-fresh.gr/el/mpyra-xwris-alkool-fialh-mythos-00-330-ml?gclid=Cj0KCQjwt4X8BRCPARIsABmcnOrMtWmPK5dx3kZEq4B8B641XoJXdeAGCW5ptglZhGzWMbf1FtpO7caAisWEALw_wcB

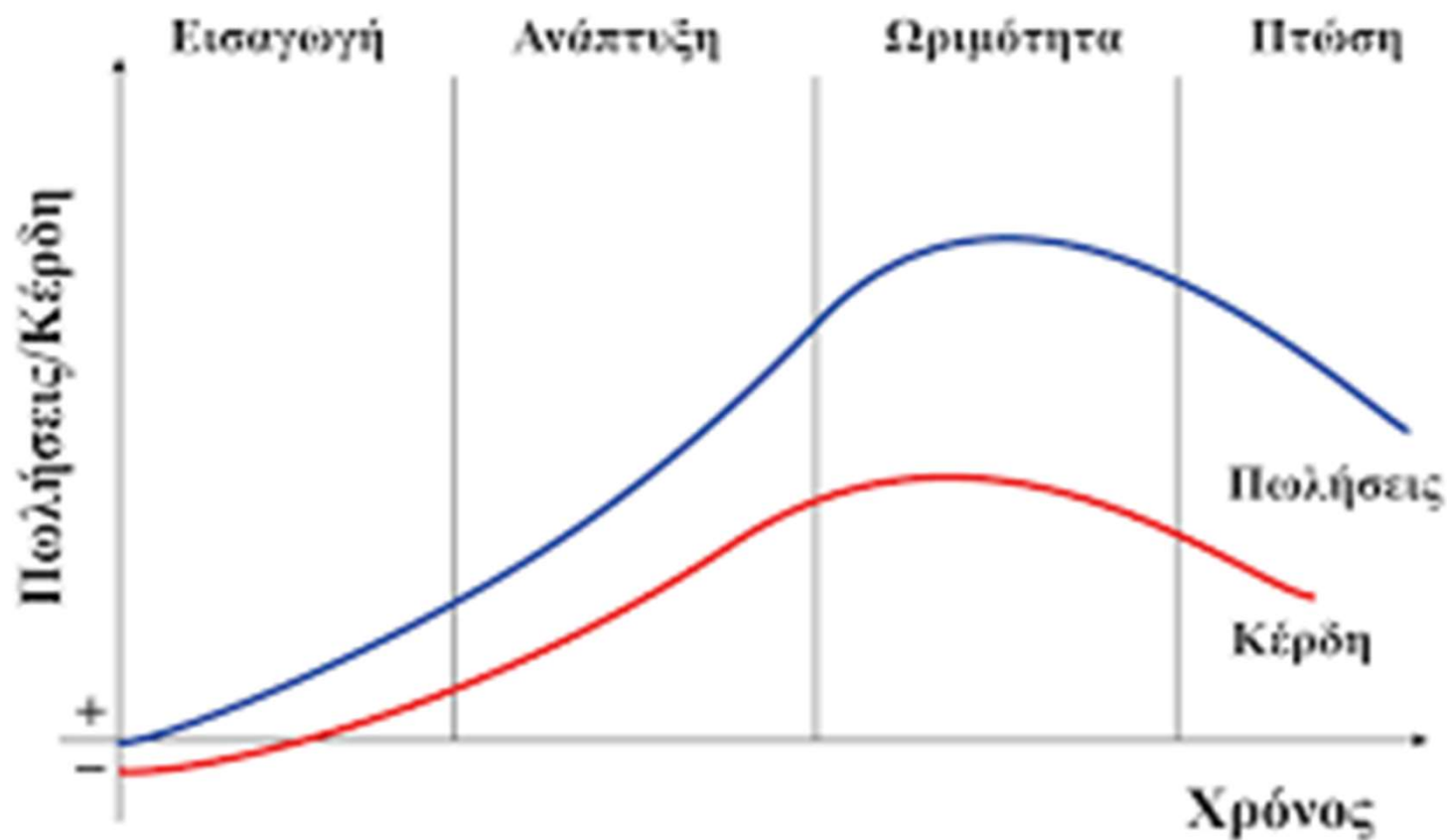
Competition

- Emphasis on the fact that the product is better than competing products.



- <https://www.skip.gr/kataskevastes>

Product life cycle



- https://repository.kallipos.gr/bitstream/11419/1555/2/05_chapter_04.pdf

Decline - Growth

MKT can reposition a product in the following ways :

- By promoting it
- By finding new uses for the product
- By creating a new customer for the product



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Product adoption process

- Ignorance
- Information
- Interest
- Evaluation
- Test
- Adoption

Κατηγορίες καταναλωτών στην υιοθέτηση προϊόντος



Νεωτεριστές

Πρώιμοι
αποδέκτες

Πρώιμη
πλειοψηφία

Ώσιμη
πλειοψηφία

Βραδυκίνητοι

• <https://slideplayer.gr/slide/11967877/>

Product mix range

- The product mix range is the total number of product lines of a company. For example a business may have a milk product line, a yogurt product line, a butter product line.



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Existing products, preservation, modification or elimination

- Businesses are constantly striving for innovation, new products and new uses, but this does not mean that the role of existing, old products should be downgraded. Basic evaluation criteria of each product is the course of its development in relation to the expected one and its contribution to the achievement of the strategic goal of the company.

Innovative Products



- <https://tvxs.gr/news/diatrofi/stin-ispania-pinoyn-mple-krasi-binteo-kai-fotografies>



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Repositioning popular products



- <http://www.chocokebab.gr/>
-



<https://lifeis.gr/living/viral/neo-pitogyrome-sokolata>

Price

- The price expresses the value of a product that is the object of transaction between at least two parties. Both the giver and the receiver give a subjective value to the object. Therefore, value is subjective.

Identification with the other elements of MKT

- Price is the common denominator to which all business activities are based. For example, if a retail company aims to position itself as the cheapest for the products it resells, then its prices should be the cheapest on the market.



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The objectives of pricing

- Profit maximization
- Achieving a defined amount of efficiency
- Maintaining market share
- Increasing market share
- Increasing sales
- Maintaining a constant price
- Product survival
- Dealing with competition

Profit maximization

- Profit maximization is difficult to calculate and is no longer considered a legitimate goal by the management.
- Maximization is replaced by the goal of achieving a defined amount of efficiency.



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Distribution and price

- With regard to distribution, it should be borne in mind that the final price of the product, ie that paid by the final purchaser, is the sum of the price charged by the producer, the cost of performing operations by the intermediaries and the profit of the latter.

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Demand elasticity

- Price elasticity of demand reflects how buyers respond to changes in the price of a product.



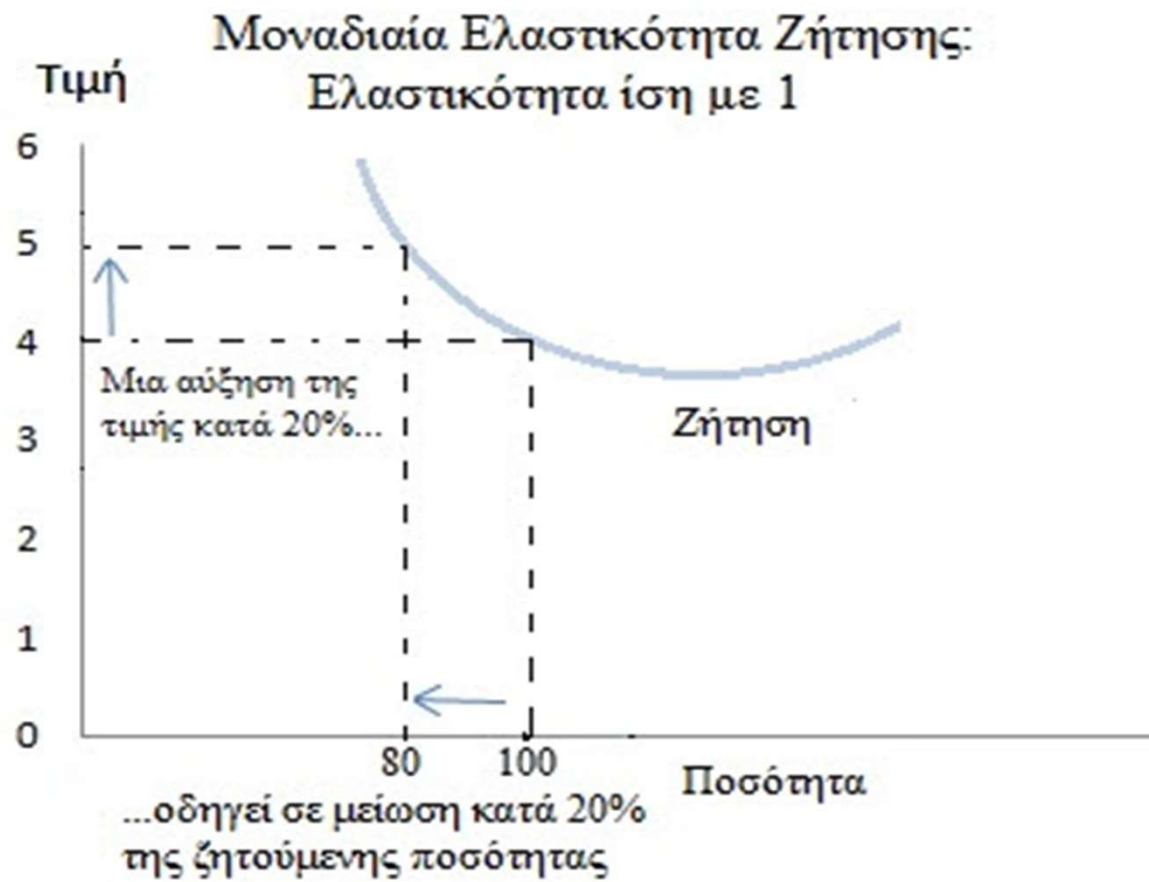
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Demand elasticity

Price elasticity of demand depends mainly on the following factors:

- The availability of substitute goods and services
- The price in relation to the purchasing power of the consumer
- The durability of a product



<https://www.euretirio.com/elastikotita-zitisis/>

Substitute products

- When there are many substitutes available, then the demand for a product is elastic, because if its price increases then the demand will fall, because consumers can easily turn to substitutes.



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Income and price

- Ht



- <https://www.fayscontrol.gr/pisina-hilton-diakopes-mas-stin-athina/10-kalytera-nhsia-gia-organwmeno-camping/>

<https://www.monopoli.gr/2014/07/29/istories/120570/low-budget-diakopes-sta->



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Product durability

- When the durability of a product is high, ie when it is used for a number of years then its demand is elastic, because if its price increases then the demand will fall because consumers instead of buying a new one will keep and repair the old one, in order to extend its life.

- <https://auto-deal.gr/>



Economic climate - Legislation

- The price is affected by the economic climate, unemployment, economic prosperity, inflation but also by the country's legislation.

- <http://epohi.gr/h-anergia-sprwxnetai-katw-apo-to-xali/>



Pricing policies

- A pricing policy is the general framework, the program, that defines the philosophy of action and direction, on the basis of which prices are decided. Policy in general is an upgraded level of strategy.



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Pricing Policy depending on Competition

- Setting the same price as the competitor, in order to neutralize the price as a weapon of competition.



- <https://www.protothema.gr/greece/article/577667/xanthi-to-nero-sta-plastika-boukalia-perieihe-lsd/>

Pricing Policy depending on Competition

- To set a higher price than that of its competitors. This option is recommended when there is a positive correlation between quality and price.

• <https://popaganda.gr/newstrack/o-ikos-hermes-katigorate-gia-klopi-ergou-tou-kallitechni-1010/?amp>



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Pricing Policy depending on Competition

- To set a lower price than that of its competitors. This option is recommended when the cost is relatively low, when the quality is relatively low, when no other promotion costs are included (the low price alone makes the product stand out) and when not much profit is sought.



- <https://www.athensmagazine.gr/article/news/479440-lidl-idquo-makria-apo-ayta-ta-soyper-market-kanoy-n-hellip-rdquo-apisteyth-kataggelia>

Pricing Policy depending on the Cost

- Cost-based pricing policy means that the company will determine the selling price of its product based on its cost.

- <https://www.fmvoice.gr/index.php/oikonomia/eidiseis/item/235448-viomixaniki-paragogi-voulas-8-ton-noemvrio>



Single pricing policy

Single pricing policy means that the company will set a single selling price for its product. At this price it will sell the product to all buyers without exception.

- <https://www.ion.gr/index.php/el/products>



Differential pricing policy

- It means that the company will set two or more selling prices for the same product. Depending on the specific market conditions, one of these prices will be charged.

<https://plaza24.gr/tileorasi-felix-16-led-fxv-1510.html>



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Reasons for discount

- Buying in large quantities.



- <https://pockee.com/products/2945>

Reasons for discount

- Immediate payment, preferably in cash.



- <https://politisonline.com/oikonomia/560370/pliomi-me-metrita-erchetai-psalidi-sto-orio-ton-synallagon/>

Reasons for discount

- The functional discount / seasonal discount.



- <http://decoline.gr/index.php/epagelmatika/aytokolita-ekptoseon/sales-539.html>

Psychological pricing policy

- Consumers react more positively when, for example, instead of 100 Euros the price is set at 99 Euros.

SuperΣΤΑΜ προσφορά!!!
Καρπούζια.. Μόνο 0,39€/kg



- <https://www.facebook.com/stamsleros/posts/2433739063562261/>

Psychological pricing policy

It is recommended to use numbers with circles, such as 0, 6, 8 and 9 and to avoid prices with numbers with angles, "7 or 4".



<http://snowtravel.gr/mia-monadiki-prosfora-tou-xk-kalavriton/>



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Price alignment



<https://www.facebook.com/pg/OLA-1-EURO-176989565727250/posts/>



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Special Event Pricing

- Recently, in Greece, during the so-called "Black Friday", stores offer large discounts.



<https://www.history.com/news/whats-the-real-history-of-black-friday>

Pricing policy with intermediary control

- The control of intermediaries is achieved by indicating the price on the product label.



<https://www.e-fresh.gr/>

Pricing a new product

- Penetration price
- Penetration pricing policy means that the company has deliberately set the price low, in order to achieve a massive impact on the market.



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Pricing a new product

- Price skimming.
- The price is deliberately set high, in order to immediately cover the costs of producing the new product. It is aimed at consumers who will buy the product just because it is new.



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Pricing Methods 2

- The Target Return Pricing Method is with the goal of a certain amount or percentage of profit. Sales revenue must be sufficient to cover costs, expenses and profit.



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Pricing Methods 3

- The Break Even Method, which is based on the very conservative principle of a company at least equating revenue with cost.



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Pareto Principle



- <https://www.youtube.com/watch?v=PaUWhO-B7Ts>

80 -20



- https://www.drtsoukalas.com/o_nomos_tou_pareto__i_arhi_tou_80_20_stin_igeia_-su-173.html

The concept of management

- When we talk about management we mean those operations of planning, organizing, managing or administering people and control. The exercise of these operations is necessary to achieve goals through the efficient utilization of available resources.



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Design

- It is the operation through which the distance is bridged between where the business is today and where it wants to be in the future, deciding what will happen, how it will happen, when it will happen and who will do it.



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ORGANIZATION

- The overall project is divided into tasks that are assigned to specific individuals. The relationships between these individuals are formed (departments, hierarchical levels, etc.) so that coordinated actions and resources are directed effectively towards the implementation of objectives.



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MANAGEMENT

- It is the operation through which human behavior is influenced so that each person - individually or in effective teamwork - has the willingness and the ability to contribute effectively to the realization of the goals of the organization.



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CONTROL

- It is the definition of standards based on which the results will be measured and compared with the objectives, the differences between the objectives and the results will be identified and measured, the causes will be diagnosed and analyzed and corrective actions will be defined.

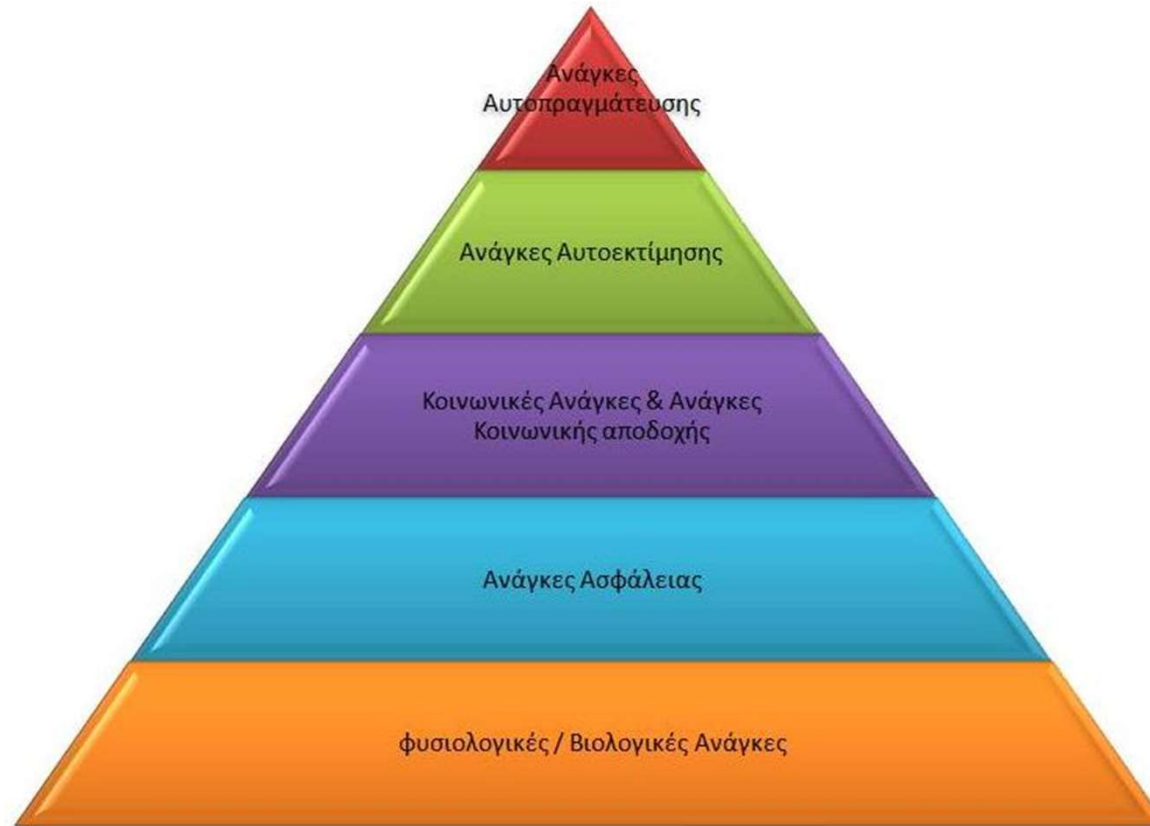
Employee Motivation

- After World War II, various research efforts were developed in the field of employee motivation.



- <https://www.nextdeal.gr/asfaltistis/poliseis/101269/parakinisi-stohothesia-igesia-ka>

A. Maslow's Theory of the Hierarchy on Needs



- <https://4economist.wordpress.com/>

F. Herzberg's Research

- Think of a time when you felt extremely happy or extremely unhappy with your job. What happened then?

- http://www.bloko.gr/2019/10/blog-post_5329.html



The Hygiene – Motivation Theory by F. Herzberg

- Factors that cause dissatisfaction relate to the work environment, such as business policy, interpersonal relationships, working conditions, security, salary and more.
- The factors that cause satisfaction and therefore a willingness to increase performance, concern the work itself and the individual. These factors refer mainly to the achievements of employees, their recognition, responsibility, promotion, development opportunities, the tasks themselves (interest, importance, difficulty, etc.).



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X and Y

- Employee X has an innate dislike for work, he avoids responsibilities, he has no ambitions and wants safety above all.
- Employee Y treats work as something enjoyable, like a hobby, he likes to take responsibilities and initiatives, he has ambitions.

Theory of Justice/Equality

- contributions of the individual
contributions of other individuals
 $> \text{ or } <$
- earnings of the individual
earnings of other individuals

Theory of Justice/Equality

- Ht

Θεωρία της Ισότητας



«Εντάξει, αν δεν μπορείτε να βρείτε έναν τρόπο για να μου δώσετε αύξηση, τι θα λέγατε να μειώνετε τον μισθό του Ιωαννίδη;»

- [tps://docplayer.gr/6262318-Parakinisi-dr-panagiotis-gkorezis.html](https://docplayer.gr/6262318-Parakinisi-dr-panagiotis-gkorezis.html)

The Expectations Theory

- Vroom argues that the employee is motivated when he believes that increasing his efforts will result in an increase in his performance, which in turn will lead to the rewards that are of value to him.



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The Porter-Lawler model

- Satisfaction is a result of performance and is based on the variables of effort, performance, reward and satisfaction.

- <http://edujob.gr/node/175202>



Mc Clelland's theory of achievement

- They want to take personal responsibility for problem solving and decision making.
- They take moderate risk, trying to reduce the chances of failure.
- They seek immediate information about the extent to which their goals have been achieved and their performance in general.
- They are mainly interested in achieving goals.
- They take their duties seriously and work hard to accomplish them.

Negotiation Technique

- One method is to break the group into smaller groups and invite them to imagine that they are on a sinking ship. In order to be saved, they will board a lifeboat in which, however, they are allowed to take only ten items from the ship. Everyone will first be asked to record the items they will pick up. Negotiations will then be required to remove items from the lists in order to decide which ten items they will eventually take.
- Then each group joins another group and re-negotiate the ten items that they will take with them on the lifeboat. In the end, all the teams negotiate together to reach the final selection of ten items.

Employees' complaints

- The best advertiser of any business is its people. It is important to encourage employees to voice their complaints, the resolution of which can contribute to the better operation of the business. Satisfied employees perform better at their job and advertise the company in which they work.

• <http://www.tom-gray.com/2016/04/13/turnaround-collected-links/>



Questionnaire Practical Rules

- Determining the exact type of information we want. Not in general but specifically. In the process of questions we follow the method from the general to the specific.
- We predetermine the content of the questions by examining the objectives of the research.
- We consider whether the question is necessary as the questions have an additional cost.
- The questions must follow a logical or psychological order. They are placed from the easiest to the most difficult, in a way that arouses interest.

- We investigate whether the person we have chosen can, knows and wants to answer to our questions. The questions should not refer to topics for which the questioner will answer with prejudice or a willingness to hide the truth.
- We investigate whether he is able to remember the information we ask him.
- The questions should be specific and the information gathered should not be vague and general.



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- The questions should be clear and understandable and the expected answers relatively easy.
- Questions should not dictate the answer.
- Only one item must be collected from each question.
- We examine whether more questions are needed instead of just one in order to check the reliability of the answers. We often ask what is called a "net" question. That means that if there is an item for which we are particularly interested in, we can collect it using two questions.