



TONIC  
exports

## WHO WE ARE - OUR OBJECTIVE

- TONIC exports consists an activity of TONIC SA that provides advertising and public relations services in Greece since 1993. Tonic exports has been created with main objective to contribute effectively to the successful entry of Greek products in markets outside of Greece.
- Taking into consideration that exports consist a great opportunity for further growth of the Greek companies, we are aiming to become a strategic partner of our clients, reinforcing their efforts to penetrate dynamically new markets globally.
- Our strength: “tailor made” strategies specialized in marketing and sales for each country and each product.

# FRAMEWORK OF COOPERATION

## FOUR MAIN STAGES

- MARKET UNDERSTANDING
- PRODUCT TO BE LAUNCHED
- ENTRY CONDITIONS
- MARKETING & SALES SUPERVISION



## A. MARKET UNDERSTANDING

- Country and market statistics
- Socioeconomic trends
- Market definition, size, segmentation
- Competition analysis
- Market gap
- Source of business



## B. THE USER – CONSUMER

- Profile
- Habits and attitudes (how he consumes these products, when, why, which is the need that satisfies).
- Awareness of segments.
- The values of each segmentation.
- Brand awareness, brand image, evaluation of products, packaging, advertising, the ideal product, expectations.

# THE MARKETING MIX



# ENTRY CONDITIONS

- Trade structure - channels
- Distribution channels for the category.
- Determine the importer for the product to be launched.
- Cooperation models - trusted and experienced partners with strong networks.



## MARKETING & SALES SUPERVISION

- Contribution to the development and implementation of the marketing plan.
- Ensure compliance with the terms of the agreement between the importer and the client
- Follow up and evaluation of sales.
- Visits to each country on a regular basis - store-checks.
- Support to establish the brand and increase sales.

## STRENGTHS OF TONIC EXPORTS

- The way of approaching new markets.
- Identification of the specific characteristics of each target market.
- The way of successful cooperation with the importers.
- Ensuring cooperation with creditworthy and active importers handling effectively well-know products.
- The experience of successful brands' establishment.