

REAL CASE SCENARIO LEARNING OBJECT_MYRESPOS IKE

Title of the learning object	Myrepsos IKE – Create a marketing plan to attract customers from all over the world
Thematic area	<input checked="" type="checkbox"/> <i>Development or improvement of the company website</i> <input type="checkbox"/> <i>Development or improvement of the visual identity of the company</i> <input type="checkbox"/> <i>Development or improvement of the Social Media Marketing strategy</i>
Link to the Video	https://youtu.be/ZWlaq7REkUI
Description of the context	<p><i>Myrepsos IKE is cultivating aromatic and medicinal plants. With these raw materials, they are creating natural, organic products and cosmetics. Myrepsos along with the standard commercial channels is using the internet to sell its products.</i></p> <p><i>Myrepsos would like to refresh its presence to the internet by creating a new campaign to reach more customers from abroad.</i></p>
Practical activity to be performed	<p>1. Watch and analyse the video, to understand the company's philosophy, meet the products and understand the expectations of the manager.</p> <p>2. According to the needs analysis performed in the previous step, create a marketing plan to increase the number of customers outside Greece.</p>
Results to be achieved	An integrated marketing plan
Guidance and suggestions	<p><i>Take into consideration these aspects:</i></p> <ul style="list-style-type: none"> - <i>The company's philosophy</i> - <i>Write down and analyse the target group</i> - <i>Which channels will be used to promote the products? -Types of promotion, activities etc.</i> - <i>Create a product transport channel - transport companies, costs etc.</i> - <i>Clear economic plan</i> - <i>Clear objectives defined in time</i> - <i>Risk analysis</i>
Mistakes to avoid	<i>Make an extensive analysis of the products and the target group. Products are targeted at customers who prefer organic products that are free of pesticides and preservatives.</i>