



ΕΠΙΧΕΙΡΗΣΕΙΣ

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# The business model of ADUS that differentiates it from the competition and its plans



The company's new co-CEO & Partner Konstantinos Frouzis talks to Capital.gr about ADUS's next goals, its development plan within and outside borders, but also about the model that differentiates it from the competition, adding significant value to its customers.

ADUS since its entry into the retail and FMCG market in 2009 has recorded continuous growth, providing companies operating in the Fast-Moving Consumer Goods sector with specialized and efficient services in a number of areas, such as sales, KAM, merchandising /ordering, viewings and full in store promotions, following the "Outsourcing 360° Commercial Services" business model, widespread both in the Greek and international markets.



He has held the position of Business Partner in the company since 2021, and now, together with Mr. Takis Loukeris, president and CEO of the company, they are launching the expansion of ADUS both in Greece and abroad, but at the same time paying great attention to the value of the services they provide to their customers. The goal is for the company's customers to more than double in the next three years, as well as its turnover, while there is a plan to expand the company abroad in the next two years.

As Mr. Frouzis pointed out, the business model followed by ADUS is very specific and different from what we usually see in the Greek market.

"The object of ADUS is not simply to "rent" staff to the companies it cooperates with, who often lack expertise, job stability and knowledge of Retail channels. For us, it is important to have experienced salespeople who feel safe in our company, with expertise in the different channels of the market, with dedication to our customers' products, and of course to know the space and its needs as well as the people in the stores.

It is indicative that ADUS has a stable group of employees, which increases every year, corresponding to the increase of our customers. And the course shows that in the end both our executives and our clients remain stable for a long time at ADUS because they are happy with the work produced by the company. Our employees know our customers and their stores well. I believe this is our big competitive advantage. They are there, inside the stores, they are present every day and create a bond of trust and cooperation between them. This is a great asset of our company," he says.

The company currently has 50 staff and is constantly growing.

### **A two-way relationship**

Another comparative advantage of ADUS, as noted by Mr. Frouzis, is that this team of staff covers the entire territory, goes to about 3,000 supermarkets, from Evros to Crete and the islands, which is what all customers are asking for today us given the rapidly growing and longer tourist season.

"Our client can be any company, regardless of size, as long as it has a product with a barcode and wants to be in organized retail. That is, it does not have to be active only in the food sector. Our team that is providing to our customer is mainly merchandisers and sellers, it also covers promotion needs and all of them give daily reporting to our customers from every store they are in. So, our customers have knowledge, daily control and reporting of what happens to their products that we handle inside the stores. At the same time, they are feeding us back with guidelines. It's a continuous partnership and what we achieve is to have an active presence in the network with increasing sales and with clearly less operating costs for our customers.

"I should add that the people in our stores have all the digital tools (after all, both main shareholders of ADUS have a strong IT/Technology background), while at the same time there are trained sales administrators who, in the role of coordinator, channel continuous information to our team and our customers on a daily basis," explains Mr. Frouzis.

As he emphasizes, the market is changing rapidly and companies, Greek and multinational, are changing with it by adjusting their way of operating and paying more and more attention to their costs. "What is clearly visible in the market is that the needs of the stores are growing, the physical presence of company representatives is not being replaced, the warehouses have thousands of codes to manage and daily contact with the points of sale is needed, but the retailers' staff are often not sufficient. These needs are becoming increasingly evident in all businesses, regardless of size, whether small multinationals or large multinationals. Every supplier must be in contact with the stores if they care about their sales, unfortunately not everything can be done automatically from afar."

### The development plans

ADUS plans to expand into other related industries as well as abroad in the next period, where it has already established some partnerships, so the next steps are well planned.

The goal of ADUS is to more than double its turnover and its clientele in the next three years, while at the same time keeping customer satisfaction high, where it already scores very well. As the company's new co-CEO & Partner underlines "we want to move forward and grow in what we do together with our customers. It is our great responsibility to make our customers happy to see their turnover and brand reputation growing. I believe that we will be better and better, more and more useful, and that more and more companies will need the business model we operate with."

ΑΠΟΣΤΟΛΗ ΔΕΛΤΙΩΝ ΤΥΠΟΥ ΣΤΟ [PRESS@CAPITAL.GR](mailto:PRESS@CAPITAL.GR)

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