

THE TOTAL BUSINESS

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01/10/2024 MARKET NEWS

ADUS: A "FINE-TUNED" TURBO ENGINE WITH EXPERIENCED SALES & MERCHANDISERS THAT MAKES RETAIL SEEM EFFORTLESS

By THE TOTAL BUSINESS

ADUS

Outsourcing Sales • Merchandising
In-Store Promotion • Exporting Services

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Even the best product, an exceptionally high-quality and tasty food item, an economical and highly effective cleaning product, a healthy chocolate with minimal calories, a fresh and nutritious natural juice, a completely new energy drink with powerful performance and youthful character... No one can guarantee that they will have the opportunity to reach consumers, hundreds of meters beyond the industry, the bottling plant, the warehouses.

Many entrepreneurs dedicate all their energy, invest their savings, and enthusiastically engage in the struggle to create or introduce a "perfect" product to Greece, as they have experienced through traditions, travels, novel experiences, or simply major business opportunities, in Greece and abroad. However, the "journey" does not end when warehouses begin to fill. The journey truly begins at that point...

There are many who, pouring all their efforts into creation, importation, packaging, bottling, hit a "wall" when they realize that what they worked so hard to create, they have no idea how realistically it will reach the eyes and hands of consumers. Even if there are substantial funds for investing in a new and dynamic nationwide sales and promotion segment, experience, technical knowledge, and retail communication channels are the "oxygen" that they either pay dearly for or struggle intensely with "asphyxiation".

This is how, 15 years ago, a group of market professionals conceived the idea of establishing a company that would generously provide vital oxygen without suffocating the entrepreneur. ADUS had just begun utilizing the expertise and connections of its executives to benefit companies seeking an outlet in retail stores. A "vehicle" that would lead to supermarket shelves, evaluate aisles, record sales flow, provide data feeds for each product code, replenish gaps, place new orders, and find ways to effectively promote its product with full daily reporting to its client company.

THE FIRST AWARD - SUCCESS STORIES

During the period of economic memoranda, when the market began to stagnate and many entrepreneurs were forced to downsize their operations, ADUS provided essential "oxygen" to its partners, those who chose them to guide them to consumers and keep them standing.

In 2013, ADUS received its first award: "Commendation - Adus Sales & Sales Solutions - Sales Excellence Awards 2013". Successive awards followed in 2014 and 2015:

BRONZE - Adus Sales Organization and Sales Department Development - Sales Excellence Awards 2014
BRONZE - Adus NFC Field Service - Mobile Excellence Awards 2015

Since then, ADUS has been posting some of its success stories on the internet.

Since 2018, VIOLANTA had entrusted ADUS with outsourcing sales and merchandising duties for supermarket chains with great success.

In 2024, PALIRIA supported its sales through ADUS, and their executives expressed enthusiasm about the sales flow, especially during Lent, a significant period for the company.

Success stories also include ADUS's collaborations with KALLIMANIS and ELVIDA.

Another success story was announced after collaborating with "V.S. KAROULIAS" in alcoholic beverages, while since 2020, ADUS has consistently been awarded:

Diamonds of the Greek Economy 2020
ADUS - BEST LAUNCHING 2020
ADUS - EXPORT LEADERS AWARDS 2021
Diamonds of the Greek Economy 2021
Silver award for ADUS at the Supermarket Awards '22!
Silver award for ADUS at the Supermarket Awards '23!

ALL "SUCCESS STORIES" ARE PUBLISHED ON ADUS'S WEBSITE WITH INTERVIEWS OF THEIR PARTNERS IN EACH COLLABORATING COMPANY.



THE ADUS BUSINESS MODEL

The core strategy of ADUS from the outset was not simply to "rent out" personnel to cooperating companies. Its main duty was – and still is – to work as a daily partner of its clients rather than an external HR provider.

The Monthly Cost of ADUS services is fixed and low, depending on the points of sale per region or the number of codes assigned by the client for management.

ADUS adopts for each client a uniquely processed approach model that guarantees high Profitability, low costs, and immediate Service without intermediary phases that burden the cost and delivery time of products to end consumers.

ADUS studies products, designs a strategic approach plan for retail stores, takes care of placing products on supermarket shelves once the client is positioned, monitors sales flow, and reports consumer response to each code to the client, replenishing gaps, placing orders recommended to a central warehouse, updating via tablet – in real time – on the effectiveness of promotional actions, maintains and analyzes data in collaboration with the client.

Another comparative advantage of ADUS is that this team of specialized personnel covers the entire territory, visiting approximately 2,500 supermarkets, from Evros to Crete and the islands, a fact desired by all customers, given the rapidly increasing and almost 12-month tourist season.

Any company, regardless of size, can seek ADUS services, as long as it has products with barcodes and wants to be present in organized retail. It is not necessary to operate only in the food sector. The ADUS team that takes action primarily includes merchandisers, salespersons, and promoters who also meet additional promotion needs and provide daily reporting from each store they are in.

ADUS clients exercise daily control and receive reports on what is happening with their products in stores. Concurrently, they provide feedback to the ADUS team with guiding instructions. It is a continuous two-way collaboration, resulting in active presence in the retail network, with continuously increasing sales and significantly lower operational expenses for its clients.

ADUS co-CEO Mr. Konstantinos Frouzis states:

"At ADUS, for the past 15 years, we have actively supported the development of our clients, and they reciprocate with their loyalty and very flattering 'word of mouth' in the market.

Our mission is to improve the quality of our field force to aim daily for Operational Excellence within stores.

At the same time, we are expanding our services with the goal of productivity and becoming a one-stop-shop for the benefit of our clients.

Very soon, we will have many interesting new service offerings for FMCG companies, regardless of size."

AWARDS

SUCCESS STORY

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