

Interview to
Dimitris Tsoukalas

PANAGIOTIS LOUKERIS

CEO, CO-FOUNDER THE ADUS

WE REMAIN ON A GROWTH TRACK

THE UPWARD PROCESS, GOALS AND VISION FOR THE CONTINUATION



The vision of the people of Adus to make the company the number one preferred partner for companies in the FMCG sector, CEO Panagiotis Loukeris shares with RetailBusiness.

How is 2022 going so far for Adus and how is the year expected to end?

Our company's balance sheet can be described as more than positive for 2022. All our customers continued to see an increase in their sales. We increased our partnerships by adding new clients to our portfolio. We have expanded the range of our services, by adding a new service "Below-the-Line". As part of upgrading the business skills of our salespeople, we have held training seminars aimed at maintaining a company where its staff will always feel safe. We recently won an award for our promotional services and specifically for the "Promotional Actions/Services" category in the field of supermarket chains. We have been on a continuous growth trajectory for 13 years and we will continue like this, looking forward to the new year with optimism. The ingredients of our success will remain the same: quality, organization, efficiency and achievement of goals, with the main focus on the development of our customers. At Adus we all have one vision: to become the number one preferred partner for companies in the FMCG sector.

Where, in your opinion, should the company's steady growth be credited?

There are two pillars to our success. Firstly, we will refer to the complete and perfect organization of the Merchandising and Sales department of our company, which works seamlessly and tirelessly for all of our customers. This, combined with the cost of our services which remains constant, without depending on the points of sale per region or the number of codes, gives the necessary mix so that our customers can enjoy our services without dealing with the procedures finding, evaluating, recruiting, and training corresponding executives and without being financially burdened for the daily operation of a sales department. Secondly, we would like to mention that the infrastructure of our company is based on a stable and highly experienced workforce, where working conditions are dictated by labor justice and mutual respect. Under these conditions, our company's executives operate at their best at all levels of the hierarchy. Therefore, the perfect organization, combined with low service costs and experience, gives our customers stability and continuous growth.

Can you tell us about some of your collaborations?

In a proven competitive environment, our customers are the greatest proof of our capabilities and their satisfaction and long-term cooperation with our company is our greatest advertisement. As an example, we mention the following companies, which are suppliers of all supermarket chains and have been using our services for a number of years: Christodoulou Family, Violanda, Karoulias, Palirroia, Helios and new collaborations such as: Arkadi, Kallimanis, etc.

You were recently awarded for your services in the field of promotions. What exactly led to this distinction and what exactly is your strategy and philosophy when it comes to promotions?



We were awarded a Silver prize at the Supermarket Awards '22 in the "Promotional Actions/Services" category. Each award proves that we consistently respond to the demands of our customers and that the quality of our services is often recognized by different external organizations. Our strategy is to provide at the after-sales level a complete range of In-store Promotion and Merchandising programs, which include standard, personalized product placement and promotion activities of our customers' products at the points of sale of supermarket chains. We adopt a uniquely developed approach model for each of our clients, which guarantees a high level of success at a fixed cost for them.

You have introduced the new "Below-the-Line" service. What exactly do you offer in its context and what market need does it come to answer?

With a constant tendency to renew and evolve, Adus now offers its customers the new "Below-the-Line" service. The new services we provide in this category are e.g. services for product taste samples, distribution of coupons and samples, graphic creative, stands, uniforms, logos, brochures, etc. More specifically:

- Design and construction of Promotion - Sales Stand & Booth / Kiosk / product taste samples
- Design and construction of a Kiosk
- Photo Booth design and construction
- Roll-up banners / Flags / Spider
- Digital essay / GMG
- Digital prints
- Editing / CTP / Print ready
- Offset Prints

- Large format digital prints
- Catalogs - Magazines - Covers - Indicative salons - Prints - Brochures
- Business cards
- Promotional gifts
- Canvas prints - Car cover - Building cover

"Below-the-Line" service has been added to our services with the ultimate goal of meeting the needs of our customers by providing them with a complete and organized Sales Department.

What other services exactly does your portfolio include? Are you also considering expanding them further?

Adus, realizing the high demands of the time, the special conditions arising from the intense competition, the economic conditions, as well as the energy crisis, provides FMCG companies with a pioneer Outsourcing Business Model of integrated service provision within the stores of supermarket chains. We strengthen our mission as a "Fast Moving Services Provider", offering value-added services to our customers, implementing our commitment to guaranteed sales growth for our customers by:

- Sales, Merchandising & Ordering services
- Sales Promotion Services
- Product Placement and Promotion Services
- Below-the-Line services
- Business Extroversion services

How are the inflationary pressures the market is experiencing affecting the services you offer? How is your own role shaping up in this entrenched environment?

Indeed, the market is experiencing unprecedented challenges due to international and external factors, which have a global and enormous impact on its operation. Our challenge was to find a way to absorb the increased costs resulting from these situations, so that they are not passed on to our customers, but at the same time the quality of our services is not affected. We have achieved this, and our executives are constantly on the ramparts, making sure that our customers' products are continuously well placed on the supermarket shelves, without any increase in the prices of our services. Our actions proved to be highly effective as all our clients experienced an increase in sales. Especially, in the present moment of the energy crisis, the Adus model is a unique option for reducing business costs at all levels. The biggest challenge for us is to achieve our goals while maintaining the quality of our services, consistency and professionalism at the non-negotiable high level that our clients have enjoyed over the years of working with us.

What do you foresee for the future in terms of the food retail market, given the implementation of the "Household Basket"?

The implementation of the "Household Basket" is a positive initiative, as it was implemented to help vulnerable social groups and to achieve price restraint in basic goods. According to the first results of the measure, prices remain stable or decrease due to the continuous adjustment of prices by supermarket chains. It is a fact that we are in a crisis of mixed and different crises and such measures are aimed at helping consumers to manage the situation as smoothly as possible. In this context, gas consumption has decreased, on the one hand due to accuracy, but also on the other hand due to all that is heard and scares people, such as that we will not have gas, we will not have electricity, the price of energy will increase -to unfathomable heights, etc. However, as we have often mentioned in the past, the market always finds a way to cope, as historically it has been proven so many times and as it has recently been proven with the pandemic. R