

Revisiting Complexity in the Digital Age

Introduction
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 Profiles and research efforts of being either
 - Free Trade
 - Fair Trade
 - F&F Trade
 F&F Trade makes a balance in their financial and operations
 Understanding F&F, F&F Trade - particularly in the retail and sales and customer relationship management
 Recommendations to achieve this - i.e. a public and social program



What Do We Want for 2022?
 The most important objective for 2022 is to increase sales for evaluating their share % of market/retail partners to their target market.

- Free Trade
- F&F Trade
- Fair Trade
- Customer Relationship Management (CRM)

How is CRM appropriate for F&F?

- Customer Relationship Management (CRM) is a technology that helps businesses manage their interactions with current and potential customers. It is a process for managing the relationship and the history of previous interactions with customers, with the goal of building profitable customer relationships.
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Free Trade
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- Freedom of movement of goods, services and capital across borders.
- Accompanied without any restrictions or barriers.
- Prohibit tariff barriers to ensure a fair level of competition.
- Eliminate all obstacles for trade of competition.
- Look for better and fairer of the competitive price for trade.
- Look for quality, quantity, safety, efficiency, production, and service, and the better different nations between a country.

Customer relationship management (CRM)

- Identifying, attracting and offering the relationship opportunities to customers, and then analyzing those relationships to understand the patterns of customer behavior and needs.
- Building a customer relationship management system rather than a customer base.

Benefits:

- Enhance and strengthen relationships with existing customers.
- Acquire new customers.
- Improve customer service.
- Reduce sales cycle time.
- Increase customer profitability.

Fair Trade

- Development and producers and consumers to develop and development countries.
- Offer fair and equitable consumer demand for "ethical responsible" and "ethical" products.
- Improve quality of life for the producers and make global tradeable.
- Free fair prices higher than free trade prices.
- Free trade prices are a fair trade price in developing countries.
- Indifference for trade in respect to develop economic sustainable environment and social change.
- Free trade prices and national interests by promoting free trade and free trade competition, free trade and social and economic growth, and research producers for their own sustainable behavior.

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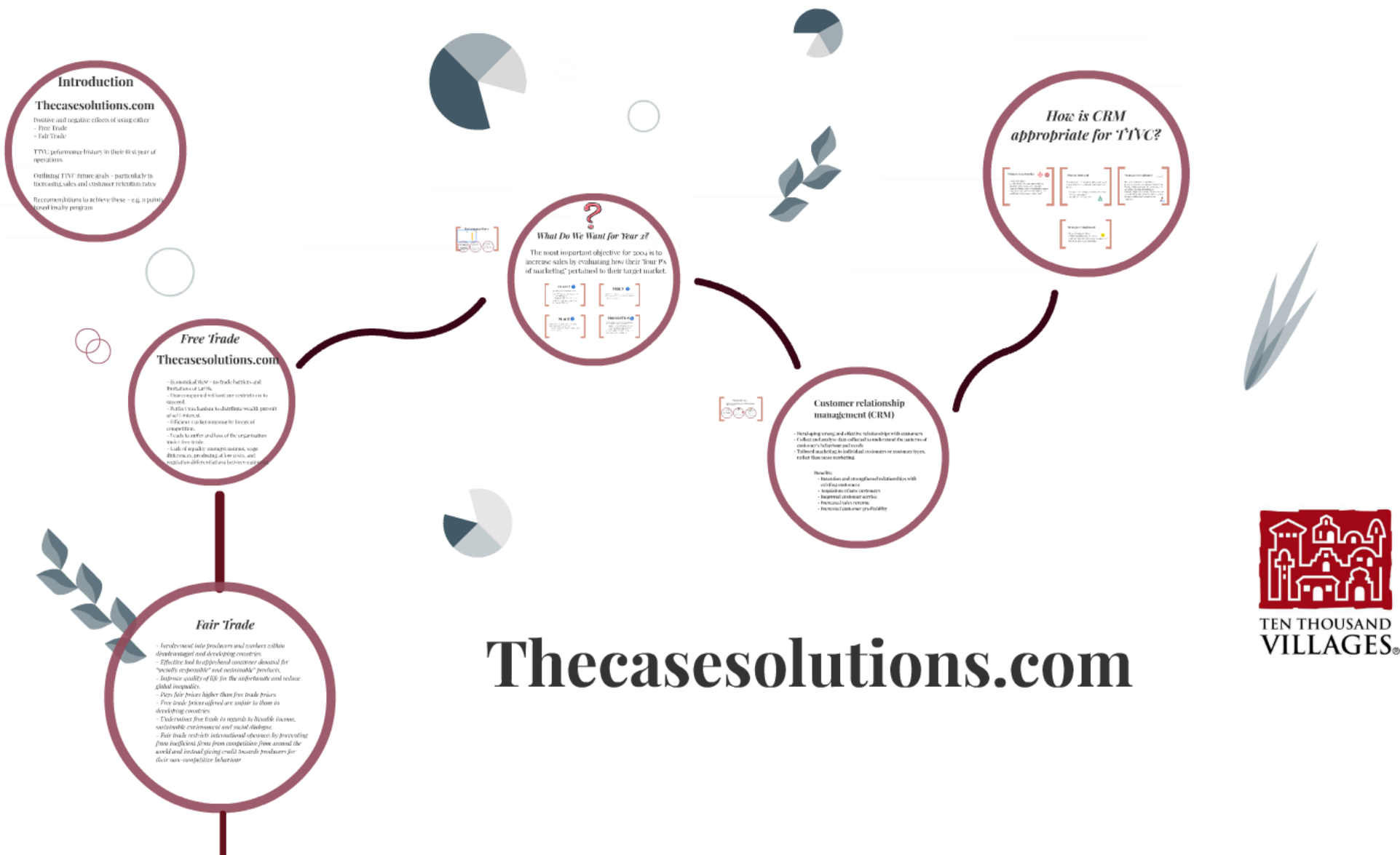


Fair trade organisations have its own constitution on fairness and the requirements as to what to constitute.

Recommendation:
 Fair traders should demonstrate similar values and principles among each other rather being unique.



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Positive and negative effects of using either

- Free Trade
- Fair Trade

TTVC performance history in their first year of operations

Outlining TTVC future goals - particularly in increasing sales and customer retention rates

Reccomendations to achieve these - e.g. a points based loyalty program

Free Trade

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- Economical view - no trade barriers and limitations of tariffs.
- Unaccompanied without any restrictions to succeed.
- Perfect mechanism to distribute wealth pursuit of self-interest.
- Efficient market outcome by forces of competition.
- Leads to suffer and loss of the organisation under free trade.
- Lack of equality amongst nations, wage differences, producing at low costs, and regulation differentiations between countries.

Free Trade has the potential for a lot of inequality and Fair Trade counteracts that.

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Increasing sales balance

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– the more they sell the more opportunities they create which aligns with their vision



Mission Statement of TTV supports ideology of Fair Trade (IFAT) through:

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- fair trading practices
- fair prices
- ethical standards (no discrimination or forced labour)



Increase sales potential conflict

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– supermarket giants (Kroger), can steal market share through selling similar products for lower prices, showing the significance of good CRM



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Setting up TTVC

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- The store in O'Bryonville is 1,017 square feet at \$1,900 a month (budget was \$2,000 a month)
- The location wasn't near their target market segment, but it was near their competition