

Leapfrogging In The Global Hybrid Engine Game: If Only It Wasn't That Complex

Introduction
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Rhetoric and negative effects of using either
- Free Trade
- Fair Trade
TTVC performance history in their first year of operation
Outlines TTVC's future goals - particularly to be
international and to achieve self-sufficiency
Recommendations to achieve these - viz. a hybrid
model to bridge regions

Free Trade
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- Economies of scale, cost benefits and
that attract to capital
- Overconfidence that trade can result in the
desired
- Globalisation and globalisation, which points
of self-interest
- Efficient market and free trade can
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Fair trade organisations have its own
constitution on fairness and the
requirements as to what to constitute.

Thank you for your time
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What Do We Want for Your?
The most important objective for the market
increase sales by evaluating how their "time" is
of marketing" perceived in their target market.

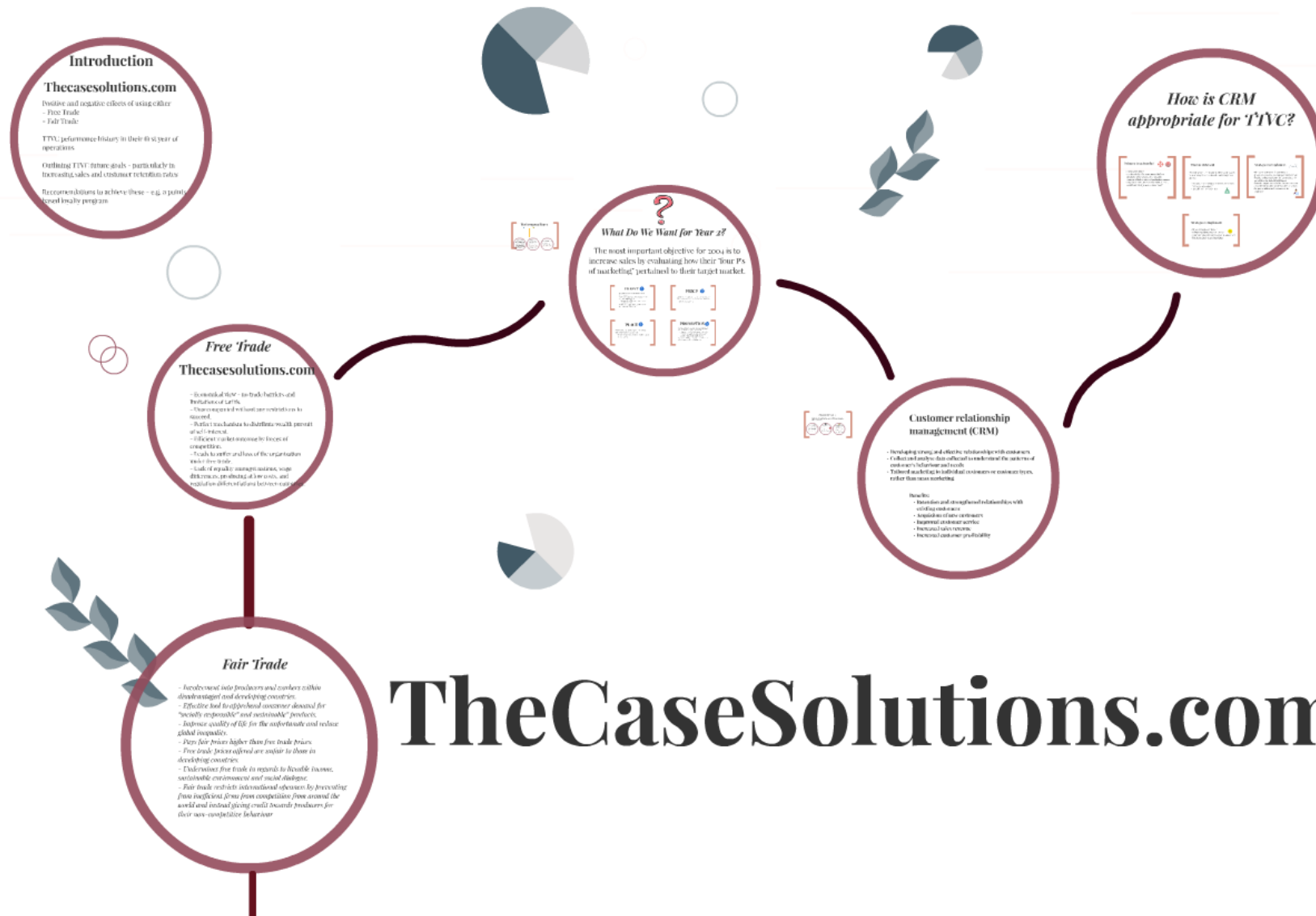
**Customer relationship
management (CRM)**
- Customer relationship management (CRM)
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**How is CRM
appropriate for TTVC?**
[Diagram showing CRM components and their application to TTVC]

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Introduction

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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

Recommendations 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