

Ten Thousand Villages of Cincinnati: The First Year and Beyond

Introduction
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Positive and negative effects of using either
- Free Trade
- Fair Trade

TTCV performance history in their 4th year of operations

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

Recommendations to achieve these - e.g. a joint local loyalty program

Free Trade
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- Economical flow - no trade barriers and restriction of tariffs.
- Characterized by low cost and restrictions to succeed.
- Parties can continue to differentiate with a product and its impact.
- Different market response by forces of competition.
- Leads to unfair and loss of the corporate market value in free trade.
- Lack of equally managed and wage differences, resulting in low wages.

Fair Trade

- Involvement into producers and workers within development and developing countries.
- Effort to build long-term economic demand for "socially responsible" and "sustainable" products.
- Improve quality of life for the consumers and reduce global inequality.
- Pay fair prices higher than free trade prices.
- Free trade prices are not as fair as those in developing countries.
- Disrupts free trade in regards to flexible income, sustainable environment and social dialogue.
- Fair trade results in international objectives for increasing free trade and free fair competition from around the world and instead giving credit towards producers for their non-competitive behavior.

What Do We Want for Year 2?

The most important objective for 2004 is to increase sales by evaluating how their "four P's of marketing" performed by their target market.

- Product
- Price
- Promotion
- Place

How is CRM appropriate for TTCV?

- Customer Relationship Management (CRM) is a process of managing a company's interactions with current and potential customers. It involves using data to analyze customer needs and behaviors, and to improve a company's ability to serve them.
- CRM is a key component of a company's marketing strategy, and it can help to increase sales and customer loyalty.
- CRM is a process that involves the use of technology to manage customer data and interactions.
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Customer relationship management (CRM)

- Developing strong and effective relationships with customers.
- Utilize and analyze data collected to understand the behavior of customers' behavior and trends.
- Tailored marketing to individual customers or customer types, rather than mass marketing.

Benefits:

- Increase and strengthen relationships with existing customers
- Acquisition of new customers
- Improved customer service
- Increased sales revenue
- Increased customer profitability

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

Recommmendations 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