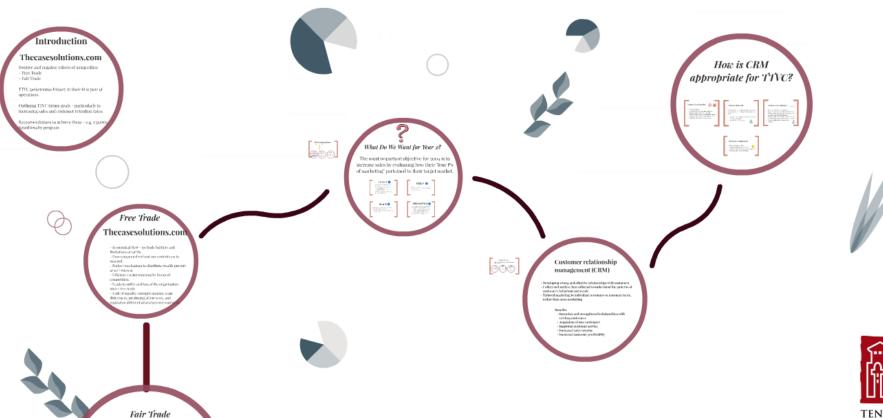
Låpdesk Goes Global - Africa First



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 Fair trade with the international operators to forecoming from ineffected from from competition from around the novell and instead giving craft Bournet producers for their nove-mosphilite lederators. The Case Solutions.com

Introduction

The cases olutions.com

Positive and negative effects of using either

- Free Trade
- Fair Trade

TTVC peformance 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 Thecasesolutions.com

- 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.

Thecasesolutions.com

Increasing sales balance

Thecasesolutions.com

– 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:

Thecasesolutions.com

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

Increase sales potential conflict

Thecasesolutions.com

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



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The case solutions. com

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Setting up TTVC Thecasesolutions.com

- 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