

Lapdesk Goes Global - Africa First

Introduction
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 Building and gathering clients of various other
 - Free Trade
 - Fair Trade
 - YVVC performance history in their first year of operation
 - Existing YVVC, for one grade - particularly in technical skills and customer relationship status
 - Recommendations to achieve Free - cost, capital, and other benefits program

What Do We Want for Your 2017?
 The most important objective for 2017 is to increase sales by evaluating how their "base" % of customer's pertained to their target market.

How is CRM appropriate for YVVC?

Free Trade
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Customer relationship management (CRM)

Fair Trade

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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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Introduction
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 Positive and negative effects of using either
 - Free Trade
 - Fair Trade
 TTU performance history in their 4th year of operations
 Outlining TTV's 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 reduction of tariffs
 - Harmonization of regulations and standards to succeed
 - Better standards to differentiate quality product and to protect
 - Efficient market response to forces of competition
 - Leads to better analysis of the corporate market value in free trade
 - Leads to equally managed markets, wage differences, job shifting, etc. costs, and capital flows between nations and between regions

Fair Trade
 - Involvement into producers and workers within development and developing countries
 - Effective tool for professional consumer decisions 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 inferior are inferior to those in developing countries
 - Disadvantages free trade in regards to flexible income, sustainable environment and social dialogue
 - Fair trade results in environmental objectives by preventing free trade from free 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 Ps of marketing" pertained to their target market.

How is CRM appropriate for TTV?

Customer relationship management (CRM)
 - Developing strong and effective relationships with customers
 - Utilize and analyze data collected to make use of the nature of customer 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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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

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