

• **ADUS**

NEW MARKET IDENTITY - A STRATEGIC SALES DEPARTMENT OPERATING AS AN EXTENSION OF YOUR BUSINESS

Adus is evolving its role in the FMCG market, moving towards a new service delivery model that transcends the boundaries of traditional outsourcing. The company's CEO, Panagiotis Loukeris, describes the company's new strategies, emphasizing its substantial integration into its clients' commercial operations through enhanced sales merchandising, reporting, and Business Intelligence services.

What is Adus's new strategic positioning in the market?

Our philosophy is not simply to provide outsourcing services. We want the client to feel that Adus is a genuine part of their company. Within this framework, we are expanding our services at an extra merchandising level, with additional visits from our sales representatives, and the merchandising team that works closely with each brand's sales teams, utilizing historical statistics to enhance their commercial performance. We are no longer an external team. We are the client's Sales Department.

How does Adus contribute to controlling and enhancing sales?

The market is shifting from the "door-to-door" ordering model towards central deliveries, mainly due to cost considerations. However, this deprives companies of control over ordering and product flow on the shelf. That's where we step in: we ensure product presence and act in an advisory capacity towards stores regarding required quantities, so as to avoid stockouts. At the same time, we offer detailed reporting: we record the presence of each SKU on the shelf, on a daily basis and per store. The result is that our client has a clear picture of profitability per store, because they don't have this from chain headquarters. From shelf sales, that is, to data-driven reporting.

How do you leverage data for strategic commercial decisions?

We create historical data for each brand, with detailed reporting: per store, prefecture, region, and time period. This information is rarely provided by chains.



Panagiotis
Loukeris,
CEO of
ADUS

Additionally, we have hired specialized executives and invested in Business Intelligence tools, so that we can produce analyses with real value. We don't simply send an excel spreadsheet – we interpret the data with charts and indicators, helping the client make informed decisions.

Why should someone choose outsourcing instead of an internal team?

Developing such infrastructure in-house is extremely costly. For a supplier to have presence in stores with the frequency that we provide, they would need staff of 50 people and a cost of over €100,000 per month. We provide this service at a low cost that varies in the field, depending on needs, but also with excellent results. Outsourcing is, in other words, a cost-efficient solution.

How do you strengthen your collaboration with stores and promotional activities?

We have created a special Customer Care Department, with six executives who manage daily communication and the smooth implementation of promotional activities. While stores are often informed about promotional activities by their headquarters at the last minute, our team knows about the activities in advance and prepares the points of sale, so that there is adequate product stock and proper display.

This increases the effectiveness of each campaign.

What does your experience from the market show?

We have clients who started with 10-12 SKUs in 2017 and today have over 50 in major chains. This is the result of good strategy, good product, but also field implementation, which Adus undertakes. This year, for the first time, we started covering islands, in addition to Crete, where competition is absent. We visit approximately 13 large islands and cover 300 stores of national and local chains that correspond to 15% of the total market — a move of strategic importance, especially during tourist season. In fact, Greek and foreign manufacturing houses trust us with their brands comprehensively, assigning to ADUS the entire spectrum of processes for their placement and development in the Market.

In closing, where does Adus focus for the next day?

Our strategy is clear: to offer added value in every collaboration. Through proper reporting, daily presence at points of sale, utilization of AI tools, and excellent cooperation with stores, Adus is not an external partner, it is part of our clients' Commercial Department.