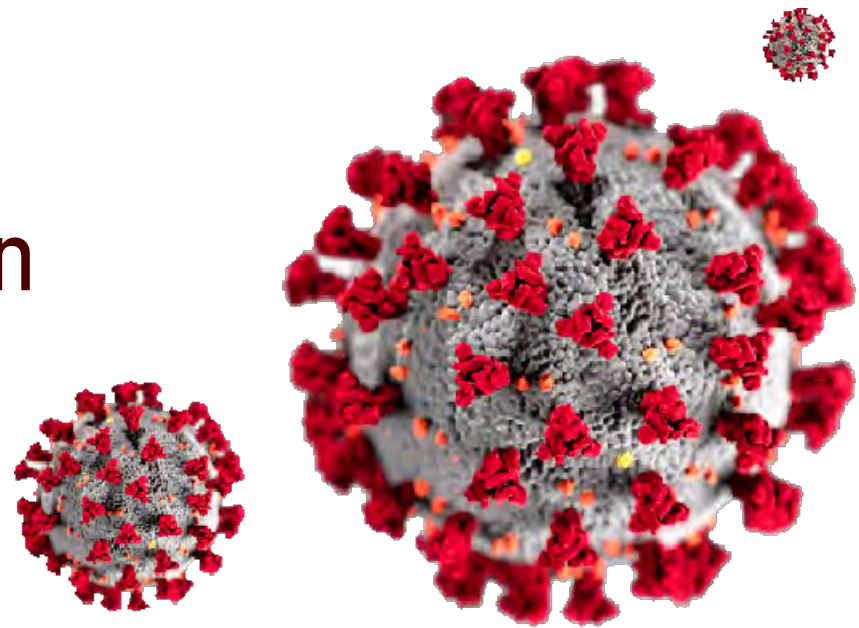


Sales In Covid-19 ReAction



Vassilis Beglis

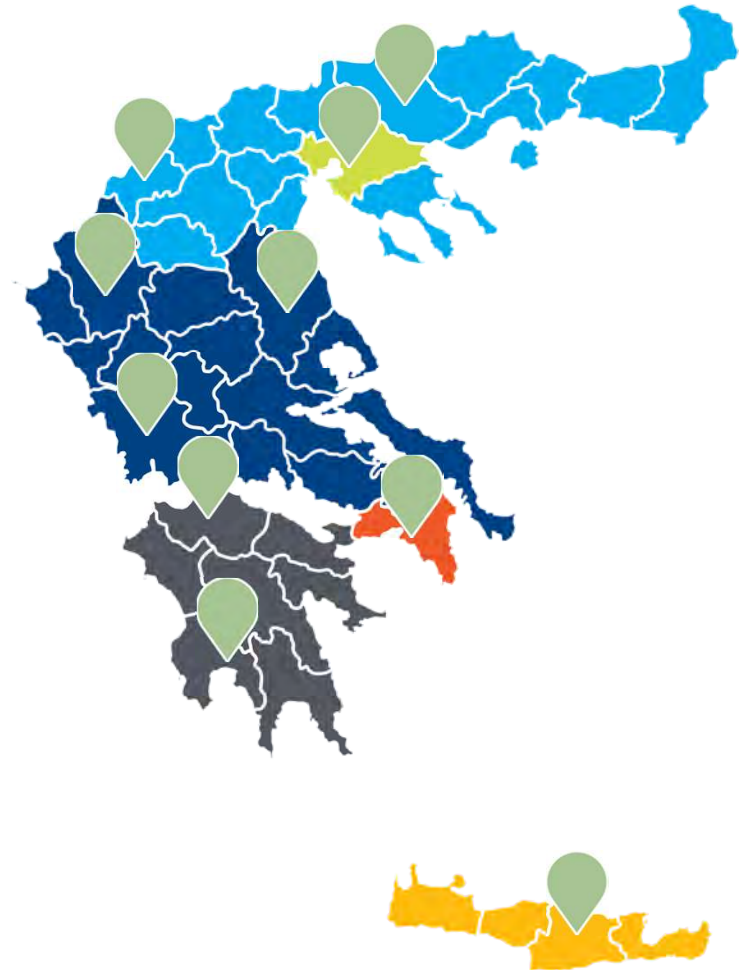


Αμιγώς Ελληνική εταιρία παραγωγής, διάθεσης και εμπορίας τροφίμων, με κύρια δραστηριοποίηση στις κατηγορίες Ρυζιού, Οσπρίου και πρόσφατα Ρυζογκοφρέτας.

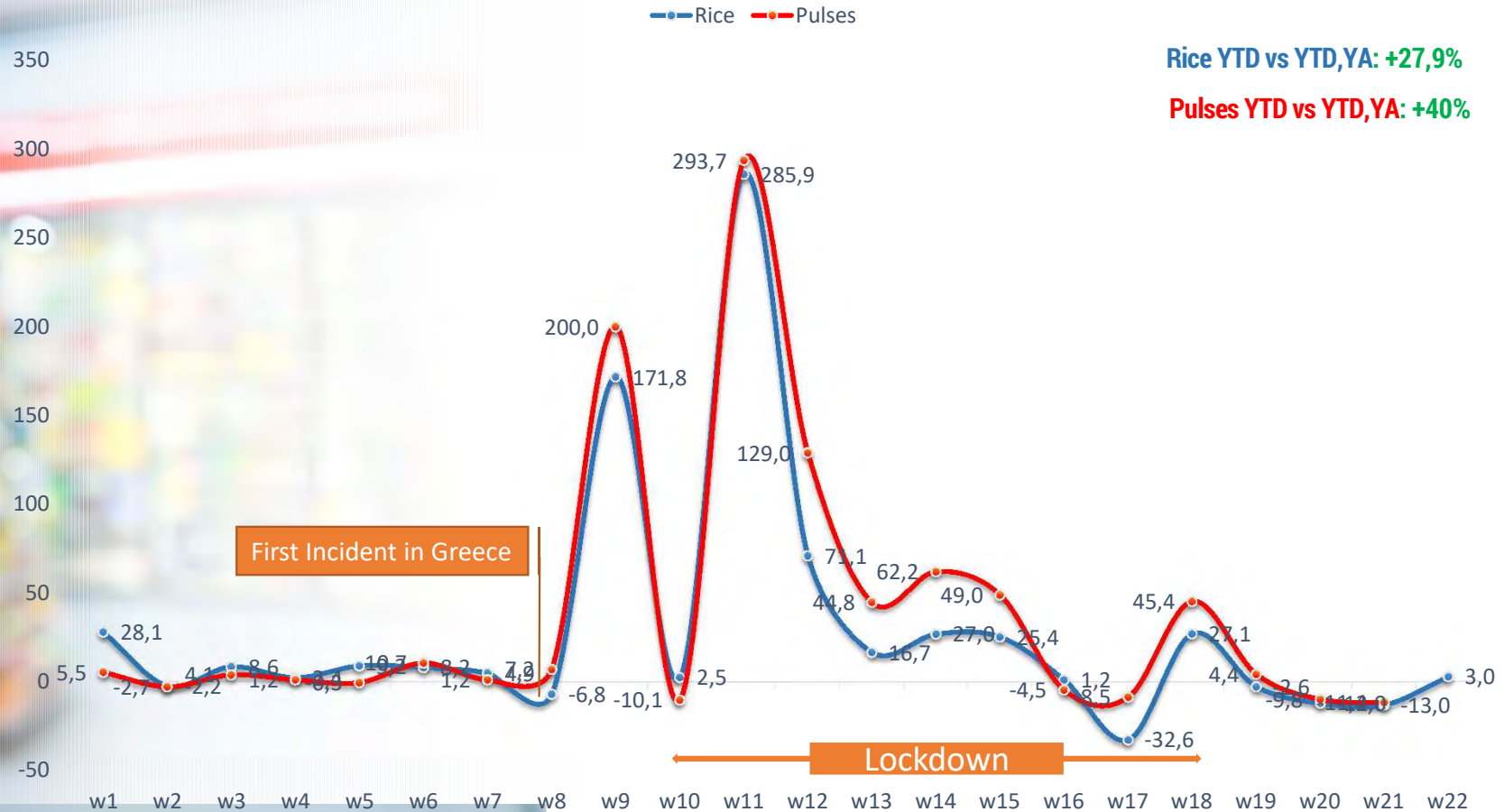
Επιχειρούμε εδώ και 65 χρόνια με συνέπεια τόσο στην ελληνική όσο και στην διεθνή αγορά τροφίμων.

Δύο παραγωγικές μονάδες σε Αγρίνιο και Θεσσαλονίκη και 3 κέντρα διανομής.

200 εργαζόμενοι σε 3 εγκαταστάσεις.



Weekly Growth in Value – Ytd May 2020



Source: IRI InfoScan, HM/SM, YTD: Jan-May 2020



Is there any past experience on what's coming next?

Rely on:

The Capital Controls experience

What happened in Italy 2 weeks ago

To Avoid:

Product Stock Outs

Consumer Panic

	Urgent	Not Urgent
Important	Do People Safety Customer Service Supply & Demand Forecast	Plan Sales Strategy Sales Planning Training
Not Important	Delegate IT Technical Issues Administration Standard Reporting	Eliminate/Postpone Business Trips Unnecessary Meetings

Internal:

- People safety
- New sales force hybrid working model
- Emphasizing on coaching and empowerment of our people
- Reallocation of available resources
- Inter-departmental collaboration for better production and inventory management
- Focus on fast moving and mainstream sku's
- People Reward

External:

- Fair treatment to the market
- Analyzing actual needs vs wants
- Work closely with our customers to increase service levels and minimize oos (forecast & stock levels)
- Emerging e-grocery development

Anticipate the future and be prepared

Thank You!

Vassilis Beglis