

TERMS OF REFERENCE

PROJECT TITLE: IMPLEMENTATION OF E-COMMERCE WEBSHOP, CRM AND MARKETING PLANNING

BENEFICIARY ENTERPRISE: Marwel Sales, *Stip*

CONSULTANT: MM Disoski, *Prilep*

Project Description

Objectives of the services

Main objective of the service

The main objective of this project is to improve the market performance of the Company by strengthening its market position.

Specific Project Objectives:

1. Improve the performance on the local and regional markets
2. Increase the number of new customers/ customer loyalty (online/offline)
3. Increase customer awareness about the company/products

Project Phase	Services description	Output
Phase 1: Products Analysis / Development of Marketing and Selling Strategy, Budgeting and Action Plan	The Consultant will analyse the Client’s current activities linked to promotion and sales processes through several sessions with the management. The consultants will also analyse the current levels of internet presence and promotion. Following this analysis, the Consultant will design a Marketing and Selling Strategy that will help the company’s management better plan and implement internet promotion and sales. The consultant will also prepare an export strategy as a part of the Marketing and Selling Strategy.	Products Analysis Marketing Strategy and Marketing plan Selling Strategy and Selling Action Plan Budgeting and action plan
Phase 2: Design of e-commerce based website with payment processor, photos and product description. Design of CRM system	In this phase the consultants will work on development of e-commerce website and on the implementation of the CRM (Customer Relations Management) System. At the same time, the consultant will prepare materials for the website and photo session (photos, product description, price list); Design of layout, programming, testing and placement of e-commerce website; Develop a connection with an online payment processor.	Ecommerce based website with a payment processor CRM platform Photos and product description
Phase 3: Website promotion and implementation of internet marketing tools and action plan	3.1.Social media promotion 3.2 Training of sales team in techniques for online and offline sales In this phase consultant will train management and sales team, and will work on improving online presence and promotion through social media channels: youtube.com, facebook.com, twitter.com.	Report on established presence and promotion through online advertising and social media channels Final report with 1-year action plan

Schedule

Project start date: 29.12.2020
 Project completion date: 30.03.2021

Consultant Selection

The Client has selected the company MM-Disoski to undertake this project. The selection was based on the interviews with the consultant, consultant’s experience, as well as the references that were provided by the consultant.

The Consultant was selected as follows:
 Market research was done and the consultant was selected based on the best price-quality ratio.

The consultant has nominated the following individuals as experts to implement the project:

Expert	Primary role <i>Examples:</i>
Tamara Jovanov Apasieva	<i>International marketing and selling trainer</i>
Darko Disoski	<i>Internet Marketing Consultant</i>
Valentina Disoska	<i>Marketing/ Design/ Consultant</i>
Arsim Ajro	<i>Senior software developer</i>
Ali Veseli	<i>Software developer</i>
Slavica Pakovska	<i>Professional photographer, Fashion Stylist</i>