

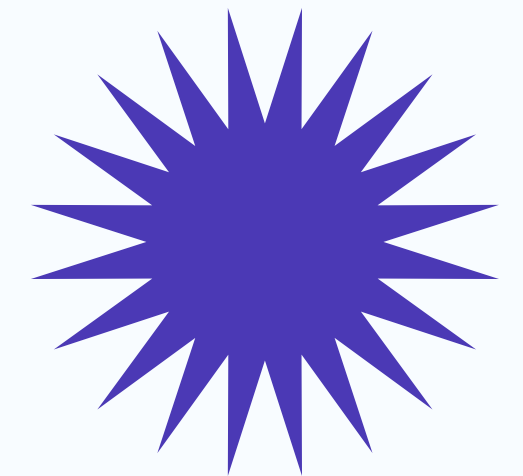


PROJECT TITLE: IMPLEMENTATION OF E-COMMERCE WEBSITE, AND DIGITAL MARKETING PLANNING

BENEFICIARY ENTERPRISE: ADZIKO DOOEL, Shtip

CONSULTANT: MM Disoski, Prilep and Professor Tamara Jovanov Apasieva, Faculty of Economics, UGD

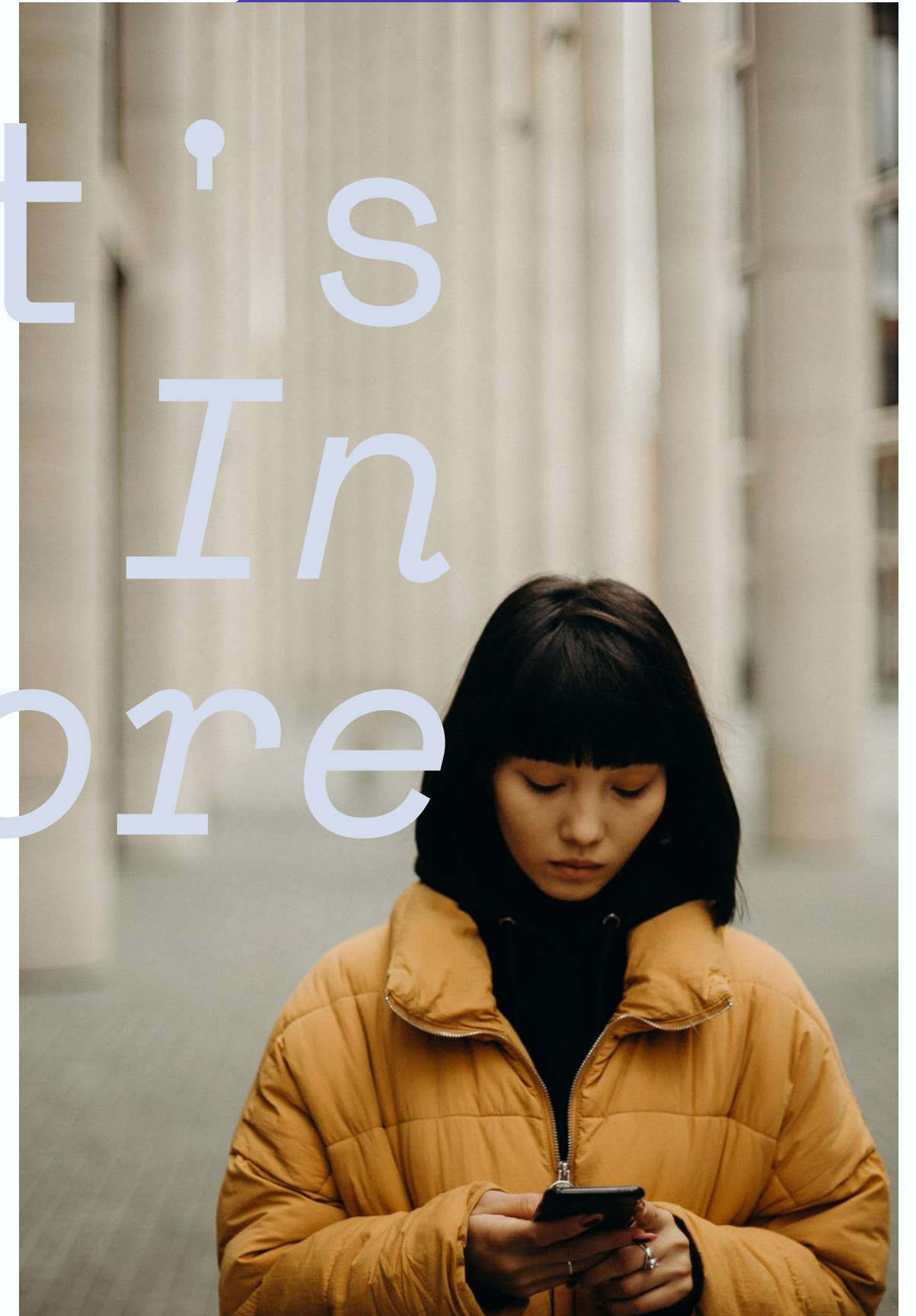
TERMS OF REFERENCE



Business need



- In the beginning of 2020, Adziko were severely effected by the COVID-19 pandemic measures. The stores were closed for 3 months and the number of customers in their shops decreased dramatically. In order to attract more customers, the Company conducted several discount promotions with little effect. By the end of last year customers started to visit the stores more often and the Company managed to increase their income.
- The Management noticed that, as a result of the COVID-19 pandemic measures online sales in the country began to increase dramatically, so they decided that they needed to digitalise and upgrade the Company's sales and promotion processes.
- At present Adziko's website <http://adziko.mk/> is outdated and dysfunctional and although Adziko has accounts on social media, they lack the capacity and expertise to implement and achieve appropriate social media presence. The website is only a static webpage.
- The Management is now determined to increase the sales of the Company's products both on-line and in their own shops. In order to achieve this, a consultant needs to engage to design and implement a new e-commerce website and to transfer know-how and skills, to the Company, on how to promote the website and how to promote the Company's products in general. This will include development of an Online Marketing Strategy and Sales Strategy, established presence and promotion through online advertising on social media channels and a Social Media Content Strategy.
- The identified areas for external advisory assistance are:
 - To develop a Marketing Strategy and Marketing Plan
 - To increase brand awareness
 - To launch and increase online ordering and purchasing from an e-commerce website
 - To established presence and promotion through online advertising and social media channels





Objectives of the consulting services

Main objective of the consulting service

The main objective of the project is to improve the market performance of the Company by strengthening its market position through introduction of e-commerce and promotion of products online and offline.

Specific Project Objectives

- Improve the performance on the local and national market
 - Increase the number of new customers/ customer loyalty (online/offline)
 - Increase customer awareness about the company/products
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