

PROJECT TITLE:

**IMPLEMENTATION OF CRM SYSTEM, MARKETING
AND SALES STRATEGY AND PLANNING
IVAL TRADE DOO *Shtip***

**BENEFICIARY ENTERPRISE:
CONSULTANT:**

1. Background

1.1. Description of enterprise

The Company's main business is wholesale and retail of a wide range of batteries for cars, motorcycles, ATVs, trucks, for solar systems, forklifts and cleaning machines. The Company perform professional warranty and post-purchase support and service. Long-term practice and qualification in sales, diagnostics and servicing of lead-acid batteries give the Company leading position in the Macedonian market.

1.2 Business need

In order to move the growth upwards, the management is determined to increase the number of potential residential and commercial customers for IVAL's products. In order to achieve this, they need market research (market information, market segmentation, market trends, competitor analysis...), an online CRM (Customer Relation Management) System including transfer of know-how and skills on how to promote their products online and in general. They also need designs of promotional materials including marketing and sales strategies.

The identified areas for external advisory assistance are:

- To develop market research
- To develop marketing strategy and marketing plan
- To develop sales strategy and plan
- To improve the communication and sales skills of all employees who work directly with customers
- To improve the performance of the sales team by providing clear goals and responsibilities
- To establish an online Customer Management System to store current customer and prospect customer data, track customer interactions, share information etc.

2. Implementation arrangements

The Company will provide the Consultant with all necessary and relevant information and delegate employees for each project phase.

2.1 Schedule

Project start date: 15.10.2022

Project completion date: 15.01.2023

EBRD ASB team will receive project deliverables in electronic form. The final report will be written and submitted in the last 3 weeks of the project implementation, after completion of the last conducted activity, and will be written in English language.