



E-COMMERCE
FOR START-UPS

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“E-commerce for Start-ups”

Presentation of a new product

1 EPAL Kavallas

GREECE

A stack of cardboard boxes, arranged in a pyramid-like structure. The boxes are light brown and feature standard shipping icons: a glass for fragile items, a vertical line for orientation, an umbrella for weather protection, and a recycling symbol. The text is overlaid on the boxes.

Product

selection

at Greek partner school



Wondering what our criteria is?

After tons of thoughts...

after squeezing

our minds



talking and talking,



councils and debates



**And of course taking seriously
in consideration the results of
our market research**



**we've found that a great
dropshipping product is:**



Hard to find elsewhere online



**Interesting and entices
the buyer to click**



Hard to guess the price

guess
this
Price



Not *too* expensive



**To have a bit of our tradition,
a bit of our favorite tastes and smells**



**To be connected with festivities,
celebrations,
moments of happiness and enjoyment**



Music, dance & love



To be easy to be produced



By simple and healthy ingredients



Following a simple recipe



**But yet, to keep a secret step in order
to obtain the perfect product**





To have the option of producing a variety, a family of relative products in order to expand our enterprise



**To be easy to be packed in a huge variety
of packages according to the case**





**To be easy to travel to our customers'
doors and be delivered safely in a
perfect healthy, fresh condition**



To be unique



Delicious and irresistible



**Of course no matter how much we
might love our idea,**



**there's no point in taking it any further if
nobody else is going to love it.**

**That's where good old
marketing comes in.**



Marketing mix - The four Ps of Marketing



PRODUCT

Goods or services provided by a business



PLACE

Where customers can buy products/services or how products/services are distributed



PRICE

Amount charged for products and services



PROMOTION

How a business creates awareness in the market

After all these,

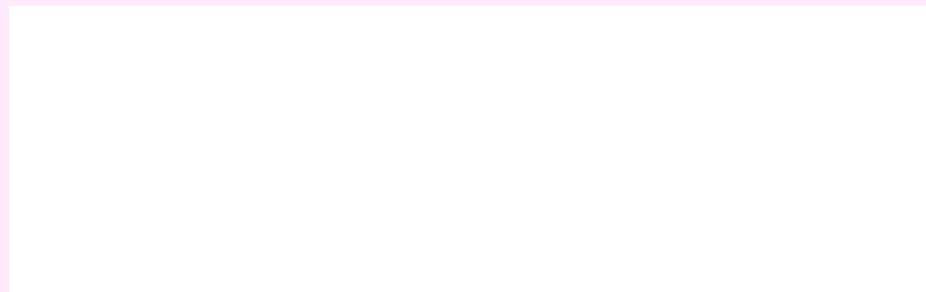
**any
ideas?**

**about which is our
product?**

NOT OUZO!

- ❖ **ALCHOHOLIC (WE ARE NOT ADULTS)**
- ❖ **SPECIAL, NOT EASY PRODUCTION**
- ❖ **MAY BE PRODUCED ONLY LATE IN AUTUMN**
- ❖ **NOT SAFE TO DELIVER**

Yes! That's Right!





**The famous
KOURAMBIE**



2015
Boulangerie
RUSTIQUE
LIMITED

A large number of round, white, powdered pastries, likely Simnata, are arranged on a wooden surface. The pastries are covered in a thick layer of white powder, possibly powdered sugar or flour. The background is a dark, textured wooden surface.

ENJOY IT!

**Stella Simona Dolou
Charalampidou Maria**